BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

For Complete Coverage of the Metropolitan Area of New York★ Use

WOR

Newark, New Jersey

★ (*This is the Area as Defined by the Merchants Association of New York*)

NEW YORK CITY:
- Bronx
- Brooklyn
- Manhattan
- Queens
- Richmond

NEW YORK STATE:
- Westchester County
- Nassau County
- Rockland County
- Suffolk County (part of):
  - Babylon town
  - Huntington

NEW JERSEY SECTION:
- Bergen
- Essex
- Hudson
- Middlesex
- Passaic
- Monmouth
- Morris
- Somerset
- Union

CONNECTICUT SECTION:
- Fairfield county (part of):
  - Darien town
  - Greenwich town
  - New Canaan town
  - Norwalk city
  - Stamford town

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY . New York City

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

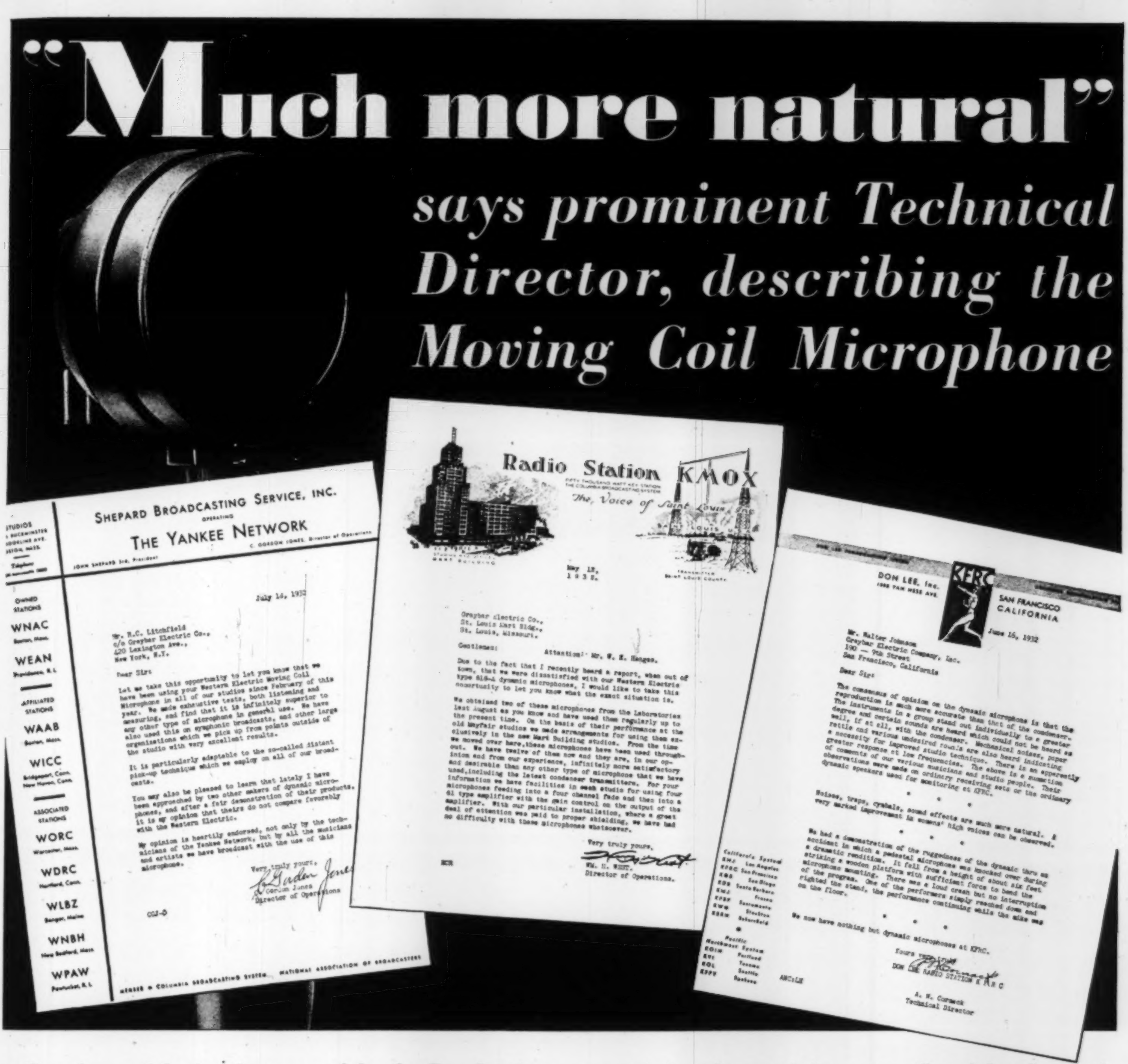
★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY
GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

"Much more natural"

says prominent Technical Director, describing the Moving Coil Microphone



SHEPARD BROADCASTING SERVICE, INC.
OPERATING
THE YANKEE NETWORK
JOHN SHEPARD 3rd, President
C. GORDON JONES, Director of Operations

STUDIOS

OWNED STATIONS
WNAC Boston, Mass.
WEAN Providence, R.I.

AFFILIATED STATIONS
WAAB Boston, Mass.
WICC Bridgeport, Conn. New Haven, Conn.

ASSOCIATED STATIONS
WORC Worcester, Mass.
WDRC Hartford, Conn.
WLBZ Bangor, Maine
WNBH New Bedford, Mass.
WPAW Pawtucket, R.I.

July 14, 1932

Mr. R.C. Litchfield
c/o Graybar Electric Co.,
420 Lexington Ave.,
New York, N.Y.

Dear Sir:

Let me take this opportunity to let you know that we have been using your Western Electric Moving Coil Microphone in all of our studios since February of this year. We made exhaustive tests, both listening and measuring, and find that it is infinitely superior to any other type of microphone in general use. We have also used this on symphonic broadcasts, and other large organizations which we pick up from points outside of the studio with very excellent results.

It is particularly adaptable to the so-called distant pick-up technique which we employ on all of our broadcasts.

You may also be pleased to learn that lately I have been approached by two other makers of dynamic microphones, and after a fair demonstration of their products, it is my opinion that theirs do not compare favorably with the Western Electric.

My opinion is heartily endorsed, not only by the technicians of the Yankee Network, but by all the musicians and artists we have broadcast with the use of this microphone.

Very truly yours,
C. Gordon Jones
C. Gordon Jones
Director of Operations

CGJ-D

MEMBER ● COLUMBIA BROADCASTING SYSTEM NATIONAL ASSOCIATION OF BROADCASTERS

Radio Station KMOX
FIFTY THOUSAND WATT KEY STATION
THE COLUMBIA BROADCASTING SYSTEM
The Voice of Saint Louis, Inc.
SAINT LOUIS

May 12,
1 9 3 2.

Graybar Electric Co.,
St. Louis Mart Bldg.,
St. Louis, Missouri.

Gentlemen:

Attention: Mr. W. E. Hanges.

Due to the fact that I recently heard a report, when out of town, that we were dissatisfied with our Western Electric type 618-A dynamic microphones, I would like to take this opportunity to let you know what the exact situation is.

We obtained two of these microphones from the Laboratories last August as you know and have used them regularly up to the present time. On the basis of their performance at the old Mayfair studios we made arrangements for using them exclusively in the new Mart Building studios. From the time we moved over here, these microphones have been used throughout. We have twelve of them now and they are, in our opinion and from our experience, infinitely more satisfactory and desirable than any other type of microphone that we have used, including the latest condenser transmitters. For your information we have facilities in each studio for using four microphones feeding into a four channel fade and then into a 61 type amplifier with the gain control on the output of the amplifier. With our particular installation, where a great deal of attention was paid to proper shielding, we have had no difficulty with these microphones whatsoever.

Very truly yours,
Wm. H. West.
Wm. H. WEST.
Director of Operations.

MCR

TRANSMITTER
SAINT LOUIS COUNTY

DON LEE, Inc.
1000 VAN NESS AVE.
KFRC
SAN FRANCISCO
CALIFORNIA

June 16, 1932

Mr. Walter Johnson
Graybar Electric Company, Inc.
190 — 9th Street
San Francisco, California

Dear Sir:

The consensus of opinion on the dynamic microphone is that the reproduction is much more accurate than that of the condenser. The instruments in a group stand out individually to a greater degree and certain sounds are heard which could not be heard as well, if at all, with the condenser. Mechanical noises, paper rattle and various undesired sounds are also heard indicating a necessity for improved studio technique. There is an apparently greater response at low frequencies. The above is a summation of comments of our various musicians and studio people. Their observations were made on ordinary receiving sets or the ordinary dynamic speakers used for monitoring at KFRC.

• • •

Noises, traps, cymbals, sound effects are much more natural. A very marked improvement in womens' high voices can be observed.

• • •

We had a demonstration of the ruggedness of the dynamic thru an accident in which a pedestal microphone was knocked over during a dramatic rendition. It fell from a height of about six feet striking a wooden platform with sufficient force to bend the microphone mounting. There was a loud crash but no interruption of the program. One of the performers simply reached down and righted the stand, the performance continuing while the mike was on the floor.

• • •

We now have nothing but dynamic microphones at KFRC.

Yours very truly
DON LEE RADIO STATION K F R C
A. H. Cormack
A. H. Cormack
Technical Director

ANC:LH

California System
KHJ Los Angeles
KFRC San Francisco
KGB San Diego
KDB Santa Barbara
KMJ Fresno
KFBK Sacramento
KWG Stockton
KERN Bakersfield
●
Pacific Northwest System
KOIN Portland
KVI Tacoma
KOL Seattle
KFPY Spokane

Complete satisfaction is expressed by the Broadcasting Directors whose letters are reproduced above. With uniform response throughout the audible frequency range, the new Western Electric Moving Coil Microphone provides clear, undistorted pick-up whether it is used to cover one or many artists—whether the program is instrumental or vocal or both.

Readily adaptable to the new single-microphone technique, its use for picking up huge symphony orchestra programs also is attested.

The Moving Coil Microphone is ruggedly constructed. Its transmission characteristics are unaffected by changes in temperature, humidity, and barometric pressure. In addition, the effect of wind noises has been greatly reduced. These factors contribute much to its greater flexibility of use.

What the Moving Coil Microphone has done for other broadcasting stations, it can do for yours. Developed by Bell Telephone Laboratories and made to Bell Standards—it is available in desk, floor and suspension type mountings. For additional information and list of stations using the Moving Coil Microphone, clip the coupon.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company*

GRAYBAR ELECTRIC CO. B 8-32
Graybar Building, New York, N. Y.
Gentlemen: Please send me full information on the Western Electric Moving Coil Microphone and list of stations now using it.

NAME..........
ADDRESS..........
CITY.......... STATE..........

ALL New England will listen to you NOW

WTIC
HARTFORD
50,000 WATTS

■

WEEI
BOSTON
1,000 WATTS

■

WJAR
PROVIDENCE
250 WATTS NIGHT
500 WATTS DAY

■

WTAG
WORCESTER
250 WATTS NIGHT
500 WATTS DAY

■

WCSH
PORTLAND
1000 WATTS NIGHT
2500 WATTS DAY

YOU have always known the value of the New England market. Now for the first time you can reach every nook and corner of it—urban and rural—over The New England Network.

Quality of programs and clearness of reception have built up a responsive, loyal audience unsurpassed anywhere.

New England with its prosperous population of over eight million people, with incomes far higher than the average, is a compact, concentrated market, responsive to the radio message.

These five, great stations are listened to daily on over one and one-half million radio sets. They deliver your message with a total power of 52,500 watts.

Let this organization assist you in planning your program. The finest New York and Boston talent is available at very reasonable rates, and our staff of program experts, thoroughly versed and experienced in every phase of program creating and dramatizing, is at your service without charge.

Complete details of coverage and rates on request. Write Station WTIC, Hartford, Conn., or call upon the Station nearest you. Plan now to reach the New Englander in the most effective and profitable way—via The New England Network.

• • •

The New England Network

"The Red Network Stations of New England"

XUM

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 3 WASHINGTON, D. C. AUGUST 1, 1932 $3.00 PER YEAR—15c A COPY

Society Breaks Off Negotiations With NAB

By SOL TAISHOFF

Mills Says Dealings After Sept. 1 Will be With Individual Broadcasters Based on Percentage of Station Earnings

FLATLY rejecting the proposal of the NAB that copyright music license fees be increased by about 25 per cent. to $1,250,000 for 1933 and 1934, the American Society of Composers, Authors and Publishers is preparing to begin negotiations with individual stations for a percentage basis, effective Sept. 1. This announcement was made to Broadcasting by E. C. Mills July 28, following protracted negotiations with the NAB copyright committee, acting under instructions from the NAB board of directors.

Mr. Mills said ASCAP does not desire to "arbitrarily break off" negotiations with the NAB, which is acting in behalf of all broadcasters, but added that apparently all hope of reaching an amicable settlement has been abandoned. He said the ASCAP, after Sept. 1 when the existing moratorium period ends, will proceed to issue licenses to stations on such terms as can be arranged with the individual broadcasters.

Society's New Terms

ASKED what this basis would be, he said ASCAP will be disposed to deal on a yardstick similar to the one it proposed April 11, i. e., a percentage of gross receipts of stations on commercial programs, plus a readjusted "sustaining" license. If a station chooses a one-year license, the rate will be 5 per cent. of gross, plus the readjusted "sustaining" license. If it takes out a three-year license, the rate will be 3 per cent. of gross for the first year, 4 per cent. for the second, and 5 per cent. for the third, plus the predetermined "sustaining" license.

Already 40 or 50 stations have contacted him, independently of the NAB, for the negotiation of new licenses, Mr. Mills declared. He said that under the revised yardstick, 310 stations actually would pay lower fees than they now pay under arbitrary flat rate licenses, these stations being in the low and intermediate power categories. Substantially higher rates would be demanded from about 100 stations, while the key stations of the networks would be called upon to pay "very greatly increased fees," he said. The plan would place the "burden"on the networks, he declared.

Those stations which do not accept licenses under the terms proposed by ASCAP, Mr. Mills asserted, will not be permitted to use ASCAP-copyrighted compositions. "We naturally will sue those stations which violate the copyrights," he said.

Sees $2,000,000 Gross

ASKED how much he expected the plan to gross ASCAP, Mr. Mills said he expected that next year it would mean a revenue of approximately $2,000,000, and the following year of approximately $2,750,000, depending, of course, upon the amount of business done by the broadcasters. He called the percentage-of-gross plan "scientific," since stations would pay only according to their earnings.

The break in NAB-ASCAP negotiations came after the NAB board, called into special session in New York July 21, rejected the proposition worked out by the Mills committee with the NAB negotiating committee, whereby the 25 per cent. increase from $966,000 to $1,250,000 would be effective for one year from Jan. 1, next, during which time a "legislative truce" in Congress would be declared and further negotiations would be undertaken towards an acceptable basis.

While Mr. Mills indicated that the proposal was "accepted" by his board under protest, it was evident that the "legislative truce" proposal was the significant point from the ASCAP angle. The NAB board viewed the whole proposition as utterly unacceptable, since the legislative truce would mean calling off all steps to amend the copyright law so as to curb the excesses of copyright pools just when it appears that Congress is disposed to take action. Moreover, a one-year license arrangement simply would mean the same negotiation muddle again next year.

Mills' Reply on Copyright Fees . . .

FOLLOWING is the full text of the letter submitted by E. C. Mills, general manager of the ASCAP, to the NAB copyright negotiating committee, which, in effect, breaks off negotiations toward a mutually satisfactory settlement of the music fee controversy. This letter was sent July 27 to Messrs. Morency, Klauber and Ashby, who comprised the NAB committee:

"With reference to the negotiations between our respective committees, which have been in progress since yours of April 18, and to our action taken on July 12, to accept the proposal made by your committee at the joint meeting of that date, which proposal was on July 21 submitted to and rejected by your board of directors, and with further reference to the proposal then presented by your committee as authorized by your board at its said meeting, I am now obliged to advise you that the latter proposal is not accepted.

"It is our feeling now that the respective committees have without success done their utmost to accomplish a mutually satisfactory adjustment of differences, and in view of the fact that your committee must of necessity depend upon the individual sanction of a great many broadcasters who are not members of the National Association of Broadcasters, as well as those who are members, of any plan or formula which your committee might approve, whereas our committee is vested with authority to definitely commit the members of this society, it is apparent that no purpose can be served by further conferences.

"In these circumstances we desire now to advise you of our intention to proceed within the next few days to the making of the license of the society available to broadcasters individually upon such terms as may be mutually agreed upon in each individual case.

"We avail ourselves of this opportunity to thank your committee for its earnest and sincere endeavors, and we would appreciate an acknowledgment from you of receipt and understanding of notice of our intention to now proceed as above indicated."

Proposal of NAB

NAB's counter proposal, which ASCAP viewed as the final proposition and turned down, called for the increase to $1,250,000 to stand for two years, during which time a joint committee of the NAB and ASCAP would get together on the drafting of a new scale based on a "per piece" arrangement, rather than on a percentage basis, plus a flat-fee sustaining license. The NAB resolution set forth that the negotiations for the "per piece" scale would have to be incorporated in the agreement and made a definite basis for the acceptance of the 25 per cent. increase.

It was understood that under the NAB counter proposal, the additional sum paid ASCAP would come from the stations in a position to pay and from the networks. The load on the smaller stations would be lightened, it was agreed, through the working out of a revised scale by the joint committee.

The NAB proposal was submitted July 26 to Mr. Mills by the negotiating committee, comprising P. W. Morency, WTIC, Hartford, chairman; Edward Klauber, first vice president, CBS, and A. L. Ashby, vice president and general attorney, NBC. The following day the proposition was rejected by the ASCAP board, apparently by a very close vote, since it is known that certain of the ASCAP leaders see the logic of the broadcasters' arguments, particularly in these times of economic stress. Broadcasters have maintained from the start, through their negotiating committee, that the fees on copyrighted music should be decreased rather than increased due to business conditions.

Those at Meeting

THOSE who attended the NAB board meeting in New York July 21 were President Harry Shaw, WMT, Waterloo, Ia.; members of the negotiating committee; A. J. McCosker, WOR, Newark, chair-

(*Continued on page 29*)

Five New England Stations Form Net; Goes on Air Soon

WTIC, WEEI, WCSH, WTAG And WJAR Enrolled

FORMATION of a second New England broadcasting network, with sponsored and sustaining programs, to start shortly after Aug. 1, is announced by the New England Network. At the start five of the leading stations in New England will comprise the network, namely, WTIC, Hartford, 50 kw.; WEEI, Boston, 1 kw.; WCSH, Portland, 1 kw. night and 2.5 kw. day; WTAG, Worcester, 500 watts, and WJAR, Providence, 500 watts.

All of these stations are members of the NBC-WEAF network, though their new project is independent of that affiliation. Either WTIC, Hartford, or WEEI, Boston, or both, will be the key stations of the New England System.

Prime movers in the plans for forming this network were Paul W. Morency, manager of WTIC, formerly field service manager of the NAB and now vice-president and director of the NAB, and Charles W. Burton, manager of WEEI. The plans were drawn up in conferences during recent months with Henry Rines, owner of WCSH; John J. Storey, manager of WTAG, and Joseph S. Gettler, director of WJAR.

An informal organization will precede incorporation and election of officers, accounts being asked to contact WTIC or the nearest station for coverage details and rates. New York and Boston talent will be made available and the program-building staffs of each of the stations will be at hand to help advertisers and agencies.

"With the advent of the New England Network," said a spokesman for the new organization, "programs can be heard in every New England home that has a receiving set. We can furnish coverage of every nook and corner of urban and rural New England. This is an area with a population of more than 8,000,000 with incomes far higher than the average and with proved responsiveness to radio messages."

Second Log Supplement Released by Commission

A SECOND supplement to the official broadcasting station log of Jan. 1, 1932, containing alterations and corrections of listings up to July 1, has been just published by the Radio Commission. It may be procured from the Commission under title of Mimeograph No. 6954.

Three changes in call letter assignments were announced by the newly created Division of Field Operations of the Commission for the two weeks which began July 11. WRBQ, Greenville, Miss., was changed to WKFI, and KGMP, Elk City, Okla., was changed to KASA. The new station authorized for Hagerstown, Md., licensed to A. V. Tidmore, was assigned call letters WJEJ.

Launching New England Network

Mr. Burton

Mr. Morency

Mr. Gettler

Mr. Storey

R. G. Dun & Co. Sees Better Prospects For Broadcasters in Advertising Field

Radio Proving Year Round Medium Which Pays in Sales; Industry, Past Gold Rush Stage, Held Healthy

PROSPECTS for the broadcaster in the highly competitive field of advertising "now seem brighter than they have been for many years," according to a special survey of the radio industry just released by the research department of R. G. Dun & Co.

"Despite the many adverse influences, radio broadcasting has been somewhat better during the last few months, due to the willingness of many advertisers, national and local, to give the audible advertising medium at least a trial," the Dun report states. "Instead of losing renewal accounts, or being unable to acquire new ones, many broadcasters report business on the increase, particularly those situated strategically for serving favorable markets.

Year-Round Medium

"THIS INCREASE was rather unexpected during the summer, but it appears that the radio is proving itself an efficacious advertising medium throughout the entire year. It is just as valuable for the exploitation of summer merchandise as it is for calling attention to winter articles.

"Just a few years ago, newspapers, magazines, and billboards were the recognized advertising media. Today many firms have discontinued such forms of advertising and are using the radio exclusively. In many instances, this change has resulted in greater increases in sales. Other firms are using the radio to supplement their printed advertising. Nearly every article advertised in print can secure added marketing stimulus by use of the radio, and many of the new accounts now being closed by broadcasters are from long-established print advertisers.

"That radio advertising pays may be judged by the record of the National Broadcasting Company, which in 1927 received from advertisers for station time alone $3,760,010. In 1928 the National Broadcasting Company and the Columbia Broadcasting System reported an income for time of $10,252,497. This figure jumped to $18,729,571 by 1929, and in 1930 rose to $26,819,156. Although 1931 was not a particularly good year for any line of business, receipts continued to grow, reaching $35,791,999."

Gold Rush Stage Past

ALTHOUGH the radio industry is barely 15 years old and "is in the infant stage in terms of industrial life," it now contributes more than $500,000,000 annually to the national wealth, the survey brings out.

It also "pays out each year around $350,000,000 for operating expenses and provides entertainment and instruction for nearly 17,000,000 homes scattered from Maine to California. For entertainers alone, broadcasting stations will spend about $40,000,000 during the current year."

State Station List

THE SURVEY brings out that there are 1,423 broadcasting stations in the world, of which 607 are in the United States and its possessions. It carries the following list of the number of stations in each state:

New York	52
California	43
Pennsylvania	40
Illinois	36
Texas	34
Iowa	26
Washington	22
Ohio	20
Michigan	19
Missouri	19
Indiana	16
Wisconsin	16
New Jersey	15
Massachusetts	14
Tennessee	13
Colorado	13
Oregon	13
Virginia	12
Oklahoma	12
Nebraska	11
Georgia	10
Louisiana	10
Arkansas	9
Florida	9
Minnesota	9
South Dakota	9
Alabama	8
Mississippi	7
North Carolina	7
Arizona	7
North Dakota	6
Idaho	6
Montana	6
Maine	5
Rhode Island	5
Vermont	5
Kentucky	5
West Virginia	5
Maryland	5
Connecticut	4
South Carolina	3
New Mexico	3
Utah	3
District of Columbia	3
Delaware	2
New Hampshire	2
Alaska	2
Hawaii	2
Nevada	2
Porto Rico	1
Wyoming	1
Total	607

"The invested capital in these 607 broadcasting stations runs in excess of $50,000,000, as technical equipment, generators, transmitters, and antenna account for approximately $25,000,000 and the balance represents goodwill, real estate, furniture and fixtures," the release states. "The annual expenditures for talent, programs, employees, equipment and miscellaneous charges run to nearly $80,000,000. The invested capital in broadcasting ranges from $15,000 for a ten-watt station to $200,000 for a fifty-kilowatt installation."

The survey also goes into the growing interest in television and short-wave broadcasting and reviews in detail the industrial progress of the radio manufacturing and merchandising industry.

Revenues of Networks Hit New Low for June But Still Exceed 1931

THE LOWEST income figures for the six months thus far reported in 1932 were shown by the two nation-wide network organizations in June when NBC and CBS combined had gross incomes from time sold amounting to $2,995,556. This compares with $3,632,442 in May, $3,986,532 in April, $4,300,833 in March, $3,891,023 in February and $3,984,289 in January.

The figures, however, are still ahead of those for the same periods in 1931. In June, 1931, NBC and CBS combined grossed $2,834,905. In the first six months of 1931 they grossed $17,403,238, which compares with $22,808,627 in the first six months of this year.

According to the official figures, the NBC gross for June, 1932, was $2,081,466 as against $1,931,155 in June, 1931. The CBS gross for June, 1932, was $914,090 as against $903,750 in June, 1931. Declines were shown in practically all products divisions that buy network time.

Despite the depression, the volume of broadcast advertising carried on NBC networks has mounted steadily each year, according to Roy C. Witmer, vice-president in charge of sales.

Advertising expenditures on NBC for the first six months of this year reached $15,109,645 as against $12,344,632 during a similar period in 1931.

The volume of business done during the first six months of the previous four years follows: 1927, $1,612,422; 1928, $3,988,972; 1929, $6,701,023; 1930, $9,234,611.

New Springfield Station To Join Yankee Network

ADDITION of WMAS, Springfield, Mass., to the Yankee Network as soon as it goes on the air, probably about Sept. 1, was announced July 21 by John Shepard, III, president of the Yankee Network. This will bring the network's membership to 11 stations in 10 cities in five New England states.

WMAS, whose construction was recently authorized will be licensed to A. S. Moffat, theater man of Watertown, Mass., and will operate full time with 100 watts on 1420 kc. William Foss, identified with WCSH, Portland, who was active in securing the new station, has stated he will be connected with it in a managerial capacity.

Shake-Up Follows Resignation of Saltzman

Many Candidates for Radio Commission Post as Election Of Chairman is Delayed; Radio Division Merged

Maj. Gen. Saltzman

WHILE AWAITING the appointment by President Hoover of a successor to Maj. Gen. Charles McK. Saltzman as commissioner for the fourth zone, the Radio Commission is planning sweeping changes in its administrative organization, occasioned by its absorption of the Radio Division of the Department of Commerce and by provisions of the economy act necessitating rigid economies in operation. Election of a chairman also confronts it, but that action must await the naming of the new commissioner.

Appointment of the new commissioner has been made difficult by the large field of candidates for the post. At the White House it was said officially that the qualifications of the various aspirants are being studied but that whether it would be days or weeks before the post is filled could not be foretold. "Then again," it was said, "the appointment might be made overnight." Since Congress is not in session, the appointment will be a recess assignment for the unexpired term of General Saltzman, ending Feb. 23, 1936, and will be subject to confirmation by the Senate next December.

Saltzman Move Expected

GENERAL SALTZMAN'S resignation, which became effective July 19—the day it was announced at the White House—did not come as a surprise. At the White House it was said the resignation was prompted by ill health and on advice of General Saltzman's physician. It was evident, however, that the provisions of the economy act, which would have reduced General Saltzman's income from $16,000 to about $9,000 annually, actually forced his retirement. As a retired major general, he will continue to draw approximately $6,000 annually.

Those mentioned for the fourth zone successorship, all of them Republicans, in alphabetical order are:

James W. Baldwin, secretary of the Commission for the last two years. A native of Indiana, Mr. Baldwin is believed to bear the endorsement of General Saltzman himself. He came to the Commission from the Department of Justice, where he was chief clerk, and is favorable regarded by the Commission for his excellent organization and administrative work. Mr. Baldwin is not actively seeking the post, but he stands an excellent chance unless the appointment is awarded as a political plum in this campaign year.

Edgar H. Bill, president and owner of WMBD, Peoria, Ill. The former manager of WLS, Chicago, Mr. Bill is a pioneer broadcaster who ranks high in the industry. He is a director of NAB and is in charge of its local station activities.

Dr. Frank W. Elliott, Davenport, Ia. Dr. Elliott is former manager of WHO-WOC, Davenport-Des Moines, and former president of the NAB. He has been active in the industry from the beginnings of broadcasting. He now is the Republican nominee for Congress from Davenport.

Candidates From Chicago

HAROLD D. HAYES, federal radio supervisor at Chicago. Mr. Hayes was considered for the fourth zone post following the resignation of Sam Pickard, now vice president of CBS, three years ago. A host of fourth zone broadcasters are actively supporting him, but opposition is known to exist in certain political quarters.

William S. Hedges, director of WMAQ, Chicago. One of the industry leaders and a practical broadcaster, Mr. Hedges is regarded as a strong candidate. Known throughout the industry for his constructive work, he is a former president of the NAB and at present is a member of its executive committee. For many years Mr. Hedges was radio editor of the CHICAGO DAILY NEWS, as well as director of WMAQ.

Robert D. Heinl, Washington correspondent specializing in radio. Mr. Heinl is a native of Indiana and is the dean of Washington radio newspapermen. His friends are urging his appointment. He is a close personal friend of Everett Saunders, President Hoover's campaign manager, also an Indianan.

Counsel of Commission

EARL MAY, owner of KMA, Shenandoah, Ia. Beyond the known fact that Mr. May, whose station is used largely for mail order merchandising, is a candidate, little is known of his status.

Duke M. Patrick, general counsel of the Commission. Mr. Patrick, an Indianan, was elevated to his present post following Col. Thad H. Brown's confirmation as a Commissioner several months ago. Mr. Patrick is not an active candidate, but is being considered by virtue of his present position.

Harry Shaw, owner of WMT, Waterloo, Ia. Mr. Shaw is president of the NAB. He is not actively campaigning for the post, but is being put forward by friends.

O. S. Spillman, former attorney general of Nebraska. Mr. Spillman is not experienced in radio, so far as is known. He is understood to be well-acquainted with President Hoover.

Virtually up to the time the announcement was made at the White House, General Saltzman had brushed aside, half-jocularly, inquiries as to whether he intended to resign. That his resignation was expected, however, was evidenced by the activity of aspirants for the post even before his resignation was announced.

At the White House it was said that the President would "regretfully accept" the resignation. While he was intermittently troubled with ailments of the teeth and gums, General Saltzman did not appear to be in actual ill health. About a year and a half ago General Saltzman was also reported to have proffered his resignation to President Hoover on account of illness, then apparently more serious. He was prevailed upon by the President, however, to remain after taking a rest at his summer home on Lake George. He is believed to be there now.

Faced Big Pay Cut

THE RESIGNATION came just as he would have been forced to forfeit his retirement pay of $6,000 annually, as well as an 8 1-3 per cent. reduction in his $10,000 commissioner's salary, had he elected to continue with the Commission. In other words, as a retired officer he receives $6,000 a year for life. whereas he would have received only about $9,000 annually had he remained with the Commission.

General Saltzman, who was 60 years old last October, was appointed to the Commission on May 2, 1929, from Iowa, succeeding Sam Pickard. He was elected chairman on February 28, 1930. He came to the Commission after a distinguished Army career, which terminated while he was Chief Signal Officer. He has been a delegate or technical advisor at practically all national and international conferences on radio in the last decade. It had been expected that he would go to the International Radio Conference at Madrid in September as a delegate or as head of the American delegation. That assignment, however, now remains in doubt.

New Chairman Soon

WITH General Saltzman's resignation, Vice Chairman E. O. Sykes became acting chairman. At a Commission meeting July 20, Judge Sykes announced that he did not desire to be considered for the chairmanship because he is a Democrat and because he feels the post logically should go to an administration man.

Commissioners Lafount and Brown are the Republican members. At the White House it was said the matter of election of a new chairman properly should await the appointment of the fifth commissioner. It was pointed out also that the new commissioner might be the new chairman. The cases of both former Commissioner Ira E. Robinson and General Saltzman were cited, each of whom was elected chairman shortly after his appointment. Commissioner Lafount is the senior Republican member.

Radio Division Fusion

THE FIRST major change in the Commission's administrative organization was effected on the very day it received official notice of the abolition of the Radio Division and of the transfer of its functions to the Commission. Immediately after President Hoover issued an executive order to this end, July 20, a meeting was called.

The Commission then created a new division to be known as the Division of Field Operations, which for the present embodies the entire Radio Division organization. William D. Terrell, director of the old division was named chief of the new. Col. Brown was assigned as commissioner in charge, to whom Mr. Terrell will be directly responsible.

Col. Brown said he would await recommendations from Mr. Terrell relative to reorganization of the new field force, and, in turn, will make his recommendations to the Commission. These are not expected for several days. Rather drastic changes are expected in the interest of both economy and efficiency. It is likely that the Commission's Investigation Division will be abolished and its functions assigned to the field force. Deletions and changes of personnel, both in the Commission staff and in the field, also are under consideration, along with the consolidation of certain field offices and transfers in the locations of others.

190 Employees Added

THE SIZE of the Commission's personnel roster is more than doubled by the merger. There are

(Continued on page 20)

Junior Reallocation is Sought As KYW Battles for Removal

Score of Stations Engage in 1020 Kc. Hearings; Philadelphia Stations Claim Right to Wave

THE APPLICATION of KYW, Westinghouse's pioneer station in Chicago, to move to Philadelphia with its 1020 kc. clear channel as a means of complying with the quota regulations set up by the Radio Commission and the counter-applications of more than a score of other stations seeking improved facilities through a junior reallocation based on the 1020 kc. removal were the bases for protracted hearings which began July 18 before Examiner Elmer W. Pratt.

The battle royal over the so-called "borrowed" channel of 1020 kc. brought before the Commission's examiner an almost unequalled array of engineering and legal talent. When the hearing ended July 27, a voluminous record was compiled going deeply into the Commission's engineering rules, its quota unit system and the workings of field coverage surveys and directional antennas. The hearing, the most important since the high-power cases of two years ago, now pending before the Court of Appeals of the District of Columbia, may serve as the basis for a new court review of the Commission's quota system and the legality of the Davis equalization amendment.

Westinghouse's Offer

WESTINGHOUSE appeared with an elaborate staff of lawyers and engineers. First, it seeks renewal of its license to operate KYW at Chicago on the 1020 kc. channel, which it is unwilling to concede to be a "borrowed" wave under the 1928 reallocation, as construed by the Commission. The wave was assigned to the second zone as one of its eight clear channels in the 1928 reallocation but was held by the Commission to have been "loaned" to the overquota fourth zone, despite the Westinghouse station's successful defense of its assignment in the courts three years ago.

Through its chief counsel, Frederick H. Wood, Westinghouse stated that, while it did not concede that 1020 kc. is a borrowed channel or that the Commission's quota system is a proper interpretation of the Davis amendment making mandatory an equitable distribution of transmission and reception according to population, in a "spirit of complete cooperation" it is willing to remove the station to Philadelphia. Mr. Wood said that would afford the only solution of the problem which he described as one which has been a matter of "grave concern if not embarrassment" to the Commission.

Flanking Mr. Wood were S. M. Kintner, vice-president of the Westinghouse; J. J. Jackson, general counsel of Westinghouse; Walter C. Evans, Westinghouse manager of broadcasting in charge of KYW, KDKA, WBZ and WBZA; Dr. Frank Conrad, noted Westinghouse engineer and "father" of broadcasting; John V. L. Hogan, New York consulting engineer; Frank Falkner, of Doolittle & Falkner, Chicago consulting engineer; Lieut. Comdr. T. A. M. Craven, consulting engineer of Washington, and Ralph N. Harmon, general engineer of Westinghouse.

Other Stations Involved

APPLICATIONS directly competitive with that of KYW for removal to Philadelphia were argued in behalf of Kunsky-Trendle Broadcasting Corp., operating WXYZ, Detroit, which seeks 1020 kc.; WJAS, Pittsburgh, seeking 820 kc., used by WHAS, Louisville, through assignment of 1020 kc. to the Louisville station, which held itself to be an "involuntary applicant" for 1020 kc., and WCAU, WIP and WFAN, all of Philadelphia, each seeking 1020 kc. full time. Also indirectly involved in the 1020 kc. controversy are WRAX and WPEN, Philadelphia; WIBG, Elkins Park, Pa.; WORK, York, Pa.; WHN, WRNY and WQAO-WPAP, New York.

A second clear channel controversy which grew directly out of the 1020 kc. issue was that involving 1160 kc. for which WOWO, Fort Wayne, Ind., and WWVA, Wheeling, W. Va., are applicants. This wave is allocated as a fourth zone clear channel on which WWVA in the second zone was as-

(*Continued on page 21*)

Country School

A RADIO feature that has not changed essentially in more than three years but that still retains its popularity is "The Country School," sponsored by the Earl E. May Nursery and Seed House, operating KMA, Shenandoah, Ia. Clerks in the seed store have filled the leading roles from the beginning, with Mr. May acting as teacher. The program is offered twice weekly.

Dailey Paskman Heads New Radio Advertising Service in New York

ORGANIZATION of a new radio advertising service, headed by Dailey Paskman, former director of WGBS (now WINS), New York, is announced in a prospectus sent to stations and agencies. The new firm, known as Dailey Paskman & Associates, has headquarters at 230 Park Avenue, N. Y. Associated with Mr. Paskman are Sigmund Spaeth, musical adviser; Sherman Edward Rogers, advertising; Harold Sherman, merchandising, and Dagmar Perkins, home economics.

The purpose of the organization, the prospectus states, is to create and supply merchandising plans and program material and to secure new radio accounts. The pamphlet states also that the organization is equipped to act as New York representative for stations and as specialists in electrical transcriptions.

Appointed Receiver

IRVING TRUST CO., New York, is the equity receiver for National Radio Advertising, Inc., New York, on petition of National Electrical Transcription Corp., a creditor in the amount of $3,177. Although assets were said to exceed liabilities, details of the receivership were lacking as BROADCASTING went to press. Plans of Raymond Soat, president, could not be learned.

DELL PUBLISHING Co., New York, announces the appearance in September of a new monthly magazine for radio listeners. It will be called RADIO STARS.

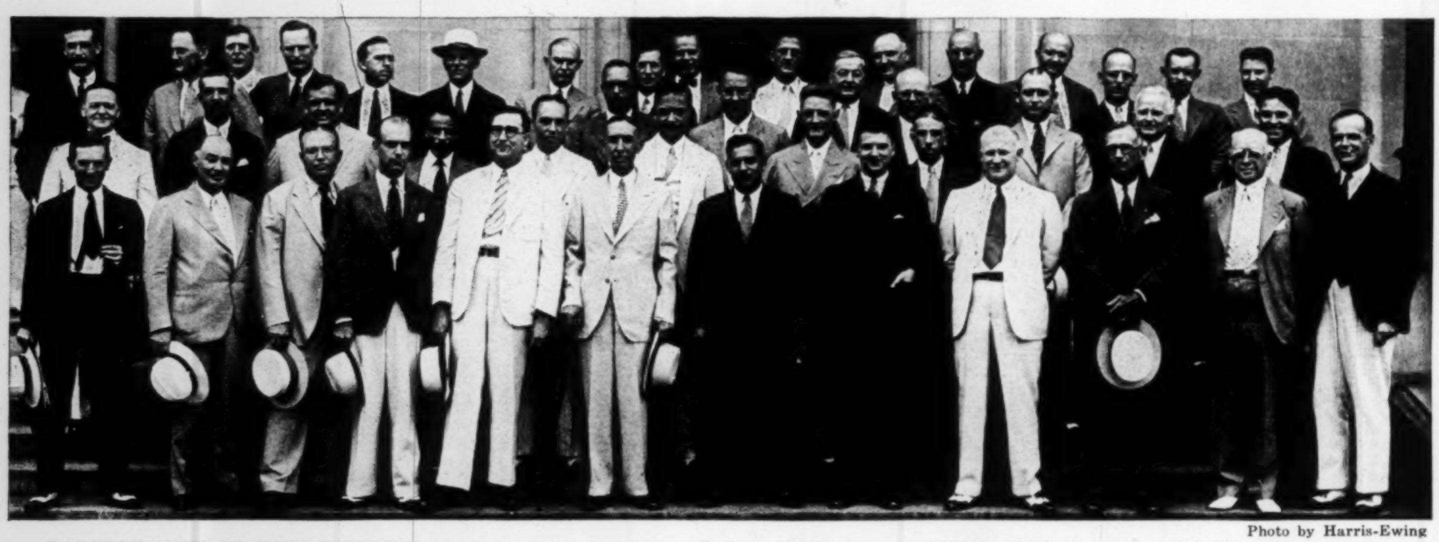


Photo by Harris-Ewing

PARTICIPANTS IN KYW HEARING—Left to right, front row: Robert M. Thompson, WJAS; H. J. Brennan, WJAS; George O. Sutton, counsel for WJAS and WOWO; William Porter, associate counsel, WJAS and WOWO; Paul D. P. Spearman, counsel for WXYZ and respondent stations; Judge Ira E. Robinson, advisory counsel, WJAS and WOWO; Elmer W. Pratt, Commission's presiding examiner; C. R. McCullough, WORK; H. O. Pierce, WXYZ; Edward L. Warner, WXYZ; Frank E. Fisher, WXYZ; T. A. M. Craven, consulting engineer for KYW.

Middle Row: Credo Harris, WHAS; Duke M. Patrick, Commission general counsel; Dr. C. B. Jolliffe, Commission chief engineer; Dr. Louis Cohen, consulting engineer for WHAS; George S. Smith, associate counsel for WCCO and other respondents; Horace Lohnes, counsel for WRAX, WPEN and WWVA; Ben S. Fisher, Commission assistant general counsel; Harold True, WXYZ; J. I. Bell, WXYZ; John M. Littlepage, associate counsel for WXYZ and other respondents; J. H. Ryan, WWVA; P. J. Hennessey, counsel for KJR.

Back Row: George B. Porter, Commission assistant general counsel; Andrew D. Ring, Commission engineer; Swager Sherley, counsel for WHAS; Walter C. Evans, KYW; C. L. Groom, associate counsel for KYW; Judge J. J. Jackson, general counsel, Westinghouse Co.; Frederick R. Wood, chief counsel for KYW; John V. L. Hogan, consulting engineer for KYW; Judge Arthur J. Lacy, WXYZ; Harold E. Clark, WJAS; William Smith, associate counsel for WCAU, WIP and WFAN; George F. Carroll, WXYZ; George W. Trendle, WXYZ; C. R. Durbin, WOWO; C. M. Jansky, Jr., consulting engineer for WWVA; John B. Hasselman, WKAR; Kenneth Brennan, WJAS; W. R. Crawford, Jr., WRNY.

How the Free Advertising Racket Operates

By J. D. SECREST

Some Examples of the Give-away Bait Employed to Lure Broadcasters Into the "Sucker League of America"

AN EXAMINATION of approximately 100 typical free-advertising propositions makes one marvel that any broadcasters have been tricked into giving away valuable time either under the assumption that they are getting good sustaining features for nothing or that they will cash in on commission sales. Fortunately, most stations turn such offers back immediately with the curt note that they don't accept such advertising except at usual rates. This article, by a member of the staff of BROADCASTING, reveals the striking lack of ingenuity on the part of the agents and manufacturers who promote this new racket.

MANY and varied are the "kind offers" of advertisers and agencies to furnish sustaining features to broadcasters on a no-pay-no-charge basis or else give the station an opportunity to reap "huge profits" by selling products on a commission or a pre-inquiry basis.

A glance through a hundred typical proposals reveals the brazenness rather than any ingeniousness in the solicitors of this growing ethereal publicity racket. All attempts to clothe the requests for free advertising in a cloak of something-for-nothing to the broadcaster are of the crudest and most infantile sort. And the commission offers are couched in the language a sales manager might use in addressing newly recruited salesmen.

Following up the complaint first voiced by S. G. Persons, general manager of WSFA, Montgomery, Ala., who is now conducting the campaign for resignations from the "Sucker League of America," BROADCASTING has made a minute examination of some of these letters that fill the mail of most of the smaller stations and even find their way into the hands of the larger broadcasters.

Magazines Most Impudent

ONE OF the most amazing facts uncovered by this study is that magazines, which with the press are the outstanding advertising rival of radio, are the most shameless in their demands for free time on the air. Their proposals do not have even the questionable merits of a commission proposal.

Motion pictures have only recently entered this field on the same basis though with the lure that local exhibitors may sometime in the future be persuaded to turn some of expenditures for newspaper advertising into radio advertising channels.

One of the most amusing of these offers is that of a California gold mine corporation, which was willing to trade 20 per cent of its authorized promotion stock, together with a cash commission on sales, for a half hour daily, except Sunday, on the station for a year. The commissions alone, it was estimated, would net the broadcaster from $25,000 to $50,000. The promoter did not suggest what disposition the station might make of the stock.

For Catalogue Placing

AMONG the magazines which have sought to obtain free time on the air through the offers of fashion service, dramatic skits and the like are HARPER'S BAZAAR, GOOD HOUSEKEEPING, LIBERTY, COSMOPOLITAN, RED BOOK, ACES, BUTTERICK PARIS FASHIONS and SPECIALTY SALESMAN.

Many mail order houses have tried to use radio as a medium for distributing their catalogues to prospective customers. They offer the station 15 or 25 cents for each inquiry or request for a catalogue in return for frequent commercial announcements.

An idea of the variety of products for which free advertising is sought on the air may be gleaned from the following:

Mineral water, patent medicines, hair remover, a variety of beauty preparations, perfumes and cosmetics, baby chicks, seed, grave markers, antennae, electrical devices, cleaning fluids, oranges and grapefruit, books, quilts, plant spray and the developing of camera films.

Range of Commissions

THE COMMISSION offered on most of these products varies from 10 or 15 cents for each inquiry to a 100 per cent on each sale of a grave marker. The average is 50 per cent.

Some scattered examples of the bait offered will illustrate the impudence of the radio racketeers better than any further editorial comment.

A representative of the Fox Film Corporation in offering 15-minute air trailers of new motion pictures suggests that the free use of these transcription programs may lead to a lucrative business.

"However, the local film exhibitor's budget has been cut tremendously," he adds. "He has spent his money in newspapers for years and is very newspaper-conscious, and the transition of the mind of the local exhibitor, according to tests that have been made, cannot be effected in a day or a week."

Brown & Hart, Inc., advertising agency, writes to a number of stations: "We are arranging with a number of leading film production companies to make and release 15-minute dramatized versions of their feature film productions for the ensuing year. These programs will be comparable to the advance showing of the oncoming pictures known in the film industry as movie trailers.

Chance of a Lifetime

"KNOWING the difficulties that a great many radio stations have in providing unusual sustaining features, particularly during the summer months, we believe that this offers an opportunity for your station to obtain at no cost a series of the finest electrical transcription productions ever made, having an intense and dramatic-building appeal in your own locality."

The Excelsior Springs Mineral Water Crystals, through an agent, suggested this arrangement: 60 cents on each $1 order "with the understanding that when they produced 2,500 orders (and receive $1,500 therefor, subject of course to our agency discounts) we would then contract for $1,000 worth of straight time."

The International Circulation Company, New York, opened its letter to one station thus:

"Would you like to attract to your station the vast literary-minded audience that lives in the territory in which you broadcast?"

The letter then adds that a "fresh literary tone" may be obtained by using the enclosed material advertising COSMOPOLITAN. Similar material may be had from GOOD HOUSEKEEPING and HARPER'S BAZAAR every month, the writer states.

Magazine Rackets

ONE OF the most persistent of these publicity seekers among the magazines is LIBERTY, judging from the number of follow-up letters. The programs are weekly dramatic skits adapted directly from stories in the current LIBERTY issue. The proposals are made by Radio Artists Guild, Minneapolis.

Radio Presentations, Inc., New York, states that many requests have been received from stations for recorded programs that could be used as sustaining programs.

"We have arranged with the editors of RED BOOK magazine to stand the complete cost of making a series of electrical transcriptions, which will be absolutely devoid of any commercial sales talk, profanity or loose humor. The announcements are so worded that the stations will receive credit for the presentation."

SPECIALTY SALESMAN, a magazine specializing in help-wanted advertising, offers 15 cents for every order for a single copy of the publication at 25 cents made through the station. The writer naively admits, however, that the magazine is sold at all news stands.

Chicken Feed

STANDARD Sound Recording Corporation, of New York, tried to pull a fast one on a certain station which agreed to take a series of recorded programs made by the Aces Magazine Company provided the feature contained no mention of the magazine. The transcriptions were later returned after the broadcaster discovered they did contain advertising.

A poultry farm is willing to pay 35 cents, subject to the usual 15 per cent agency discount, for each inquiry regarding baby chicks, whereas a seed house offers a station 15 cents for each written request to the broadcaster for a catalogue. Another poultry farm offers 25 cents for each catalogue request.

The Kidwell Granite Works, of Versailles, Mo., calls the attention of one broadcaster to the fact that there are 18,000,000 unmarked graves in the United States and suggests that the station sell such markers for $12.50 each and take $6.25 as its commission.

Disguised Advertising

TWO INSTANCES of publicity that contained no commercial names were uncovered. The National Confectioners Association, of Chicago, and the Save the Surface Campaign, of Washington, have sent considerable material to stations with the aim of gaining free advertising for the candy and the paint industries.

An idea of the worth of some of the products for which free advertising is sought may be gleaned from the following offer of a certain mid-west beauty cream manufacturer: The cream sells for $2.50 retail, the manufacturer states, and yet the station would be permitted to sell the product for $1 and keep 50 cents as its commission.

Occasionally the bait includes testimonial letters from broadcasters, but oftener unsubstantiated claims are made that a large number of stations have accepted the free advertising.

Many of the propositions contain a remote lure that real advertising contracts are in the offing, providing the station proves its selling power. Imagine a newspa-

(Continued on page 20)

Channels on Which Europe's Broadcast Stations Operate . . .

IF YOUR STATION is suffering carrier wave interference from abroad, it is possible that the following up-to-date list of Europe's broadcasting stations will reveal the source of that interference. The list is reprinted from a July issue of WORLD-RADIO, published by the British Broadcasting Corporation. It is the most complete list of European stations, in order of wave lengths and frequencies, yet made available.

It will be observed that many European stations operating in the same broadcast band occupied by North American stations are allocated to what would be mid-channels here, i. e., they do not operate on the same 10-kilocycle spacings operative in the United States and Canada. The following list, for the sake of reference, also includes European stations assigned to the several long wave bands used in European broadcasting, the opening up of which for North American broadcasting may be a subject of discussion before the International Radio Conference in Madrid next month.

Long Wave Broadcasters

Kc/s.	M.	Kw.	Station
155	1935	7	Kaunas (Lithuania)
160	1875	8.5	Huizen (Holland) (Hilversum programmes and announcements)
167	1796	54	Lahti (Finland) (relays Helsinki)
174	1725	75	Radio Paris (CFR) (France)
183.5	1635	60	Konigs Wusterhausen (Zeesen) (Germany) (Relays Berlin)
193	1554.4	30	Daventry National (Great Britain)
195	1538	7	Ankara (Turkey)
202.6	1481	100	Moscow (Old Komintern) (Russia)
207.5	1445.7	13	Eiffel Tower (FLE) Paris (France)
212.5	1411	120	Warsaw No. 1 (Poland)
222.2	1350	0.5	Kasbah (Tunis)
222.5	1348	30	Motala (Sweden) (relays Stockholm)
230.1	1304	100	Moscow (Trades Union) (Russia)
238.1	1260	4	Novosibirsk (Russia)
242.5	1237		Vienna Experimental (Austria)
244	1229.5	0.6	Boden (Sweden)
250	1200	5	Istanbul (Turkey)
		21	Reykjavik (Iceland)
256	1171.5		Tashkent (Russia)
260	1153	7.5	Kalundborg (Denmark) (relays Copenhagen)
268.5	1116	40	Moscow, Popoff (Russia)
277	1083	60	Oslo (Norway)
280	1071	10	Tiflis (Russia)
290	1034	36	Kiev (Russia)
300	1000	100	Leningrad (Russia)
320	937.5	20	Kharkov (Russia) RV20
353.5	848.7	4	Rostov-Don (Russia)
385	778	2	Petrozavodsk (Russia)
389	770	0.6	Ostersund (Sweden) (relays Sundsvall)
394	761.4	1.8	Nijni Novgorod (Russia)
395	760	1.5	Geneva (Switzerland)
416.7	720	20	Moscow (Experimental) (Russia)
428.6	700	4	Minsk (Russia)
442	680	0.6	Lausanne AB2 (Switzerland)
522	574.7	2.5	Ljubljana (Yugoslavia)
527	570	0.25	Freiburg-im-Breisgau (Germany) (relays Stuttgart)
530	566	2	Grenoble (PTT) (France)
		0.25	Hanover (Germany) (relays Hamburg)
531	565	2	Smolensk .(Russia)
533	563	16	Wilno (Poland)
536	560	0.25	Augsburg (Germany) (relays Munich)
		1.5	Kaiserslautern (Germany) (relays Munich)
		0.7	Hamar (Norway) (relays Oslo)
545	550	18.5	Budapest No. 1 (Hungary)

In the U. S. Broadcast Band

Kc/s.	M.	Kw.	Station
554	542	3	Palermo (Italy)
		10	Sundsvall (Sweden)
563	533	1.5	Munich (Germany)
572	525	15	Riga (Latvia)
581	517	15	Vienna (Rosenhugel) (Austria)
590	509	15	Brussels No. 1 (Belgium)
599	500.8	20	Florence (1FI) (Italy)
			Nijni Novgorod (Russia)
603.6	497	1.2	Moscow (Russia)
608	493.4	1.2	Trondheim (Norway)
614	488.6	120	Prague (Czechoslovakia)
625	480	50	North Regional (Manchester) (Great Britian)
630.2	476	1.2	Sebastopol (Russia)
635	473	60	Langenberg (Germany)
644	465.8	1.5	Lyons (La Doua) (France) (relays PTT)
		0.5	Tartu (Estonia)
653	459	60	Schweizerischer Landessender (Beromunster) (Switzerland)
662	453.2	0.5	Bodo (Norway)
		0.5	Danzig (Free City) (relays Konigsberg)
		0.5	Klagenfurt (Austria) (relays Vienna)
		0.7	Porsgrund (Norway) (relays Oslo)
		1	Salamanca (Spain) (EAJ22)
		0.6	San Sebastian EAJ8 (Spain) (Mon., Wed., Fri. 7.30-9 p.m., other days 10 p.m. to midnight)
		0.1	Tromso (Norway)
		0.15	Uppsala (Sweden) (relays Stockholm)
666	450.4	4	Odessa (Russia)
671	447.1	0.35	Aalesund (Norway)
		0.08	Notodden (Norway)
		0.7	Paris (PTT) (Ecole Superieure) (France)
		0.15	Rjukan (relays Oslo) (Norway)
680	441	50	Rome (1RO) (Italy)
689	436	0.25	Malmberget (relays Boden) (Sweden)
		55	Stockholm (Sweden)
697	430.4	2.5	Belgrade (Yugoslavia)
707	424.3	2	Madrid (Union Radio) (EAJ7) (Spain) 7-8.30 p. m. and (except Monday) 10 p.m. to 12 midnight
			Madrid (Radio Espana) (Spain) 5-7 p.m. (Mon. 5 p.m. to 12 midnight)
		100	Moscow-Stalin (Russia)
715	419.5	1.5	Berlin (Witzleben)
721.1	416	6	Rabat (Morocco)
725	413	1.2	Dublin (Ireland)
734	408	16	Katowice (Poland)
743	403	25	Radio Suisse Romande (Sottens) (Switzerland)
752	398.9	25	Midland Regional (Great Britain)
761	394	12	Bucharest (Romania)
770	390	10	Archangel (Russia)
		1.5	Frankfurt-a-M. (Germany)
779	385	8	Toulouse (Radio) (France)
788	381	16	Lwow (Poland)
792.5	378.6		Moscow (Russia)
797	376.4	50	Scottish Regional (Great Britain)
806	372	1.5	Hamburg (Germany)
810	370.4	1.2	Radio LL, Paris (France)
815	368.1	1	Bolzano (Italy) (1BZ)
		13.2	Helsinki (Finland)
		1.5	Seville (Union Radio) (EAJ5) (Spain)
816	367.6	0.7	Fredriksstad (Norway) (relays Oslo)
824	364	1	Bergen (Norway)
825.3	363.3	13	Algiers (N. Africa)
832	360.5	60	Stuttgart (Muhlacker) (Germany)
842	356.3		Tiraspol (Russia)
843	356	50	London Regional (Great Britain))
852	352.1	7	Graz (Austria) (usually relays Vienna)
855.5	351	1.2	Leningrad (Russia)
860	349	8	Barcelona (Radio Barcelona) (EAJ1) (Spain)
869	345	11.5	Strasbourg (Brumath) (France)
878	342	35	Brno (Czechoslovakia)
887	338.2	15	Brussels No. 2 (Belgium) (Flemish programme)
896	335	5.5	Cadiz (Spain)
		1.9	Poznan (Poland)
905	331.5	7	Milan (Italy)
914	328.2	60	Poste Parisien (Paris)
923	325	1.5	Breslau (Germany)
932	322	10	Goteborg (Sweden) (relays Stockholm)
941	319	0.25	Dresden (Germany) (relays Leipzig)
		1.5	Naples (1NA) (Italy)
		1	Sofia (Rodno-Radio) (Bulgaria)
950	315	1.6	Marseilles (PTT) (France)
959	312.8	1.5	Cracow (Poland)
		10	Genoa (1GE) (Italy)
			Radio-Vitus, Paris (France)
968	309.9	1	Cardiff (Great Britain)
977	307	0.5	Falun (Sweden)
		0.75	Zagreb (Yugoslavia)
986	304	13	Bordeaux-Lafayette (PTT) (France)
995	301.5	50	North National (Manchester) (Great Britain)
1004	298.8	11	Tallinn (Estonia)
1013	296.1	20	Hilversum (Holland)
		7*	(Huizen programmes and announcements)
1022	293	2.5	Kosice (Czechoslovakia)
		0.7	Limoges (PTT) (France)
1031	291	0.25	Pietarsaari (Jacobstad) (Finland) (relays Helsinki)
		1	Tampere (Finland) (relays Helsinki)
		13.2	Viipuri (Viborg) (Finland) (relays Helsinki)

British Relay Stations

Kc/s.	M.	Kw.	Station
1040	288.5	1	Bournemouth
		1	Newcastle†
		0.12	Plymouth
		0.12	Swansea
1043	287.6	0.7	Lyons (Radio) (France)
1049	286	0.8	Montpellier (France)
1058	283	0.5	Berlin Relay (Germany)
		0.5	Madgeburg (Germany
		0.5	Stettin (Germany) (relays Berlin)
		0.5	Innsbruck (Austria) (relays Vienna)
1063	282.2	2	Lisbon (Portugal)
1067	281	0.75	Copenhagen (Denmark)
1071	280		Radio Liege (Belgium)
1076	279	14	Bratislava (Czechoslovakia)
1085	276.5	60	Heilsberg (Germany) (rel. Konigsberg)
1096	273.7	7	Turin (Italy)
1103	272	1.3	Rennes (France)
1112	270	0.25	Bremen (Germany) (relays Hamburg)
1121	267.6	0.7	Oviedo (Spain)
		1.5	Radio Valencia (Spain)
1130	265.4	1.3	Lille (PTT) (France)
1137	263.8	11	Moravski-Ostrava (Czechoslovakia)
1147	261.6	50	London National (Great Britain)
1157	259	2	Leipzig (Germany)
1166	257	10	Horby (Sweden) (relays Stockholm)
1175	255	0.7	Toulouse (PTT) (France)
1184	253	5	Gleiwitz (Germany) (relays Breslau)
1193	252	1	Almeria (Spain) (EAJ18)
		1	Barcelona (Association National) (EAJ15)
		0.25	Trollhattan (Sweden)
1202	249.6	0.3	Varberg (Sweden)
1205	249	0.8	Juan-les-Pins (Nice) (France)
1211	247.7	0.2	Kalmar (relays (Stockholm)
		10	Trieste (Italy)
1220	246	0.5	Berne (Switzerland)
		0.4	Cartagena (Spain)
		0.25	Cassel (Germany) (relays Frankfurt)
		0.2	Eskilstuna (Sweden) (relays Stockholm)
		0.25	Kiruna (Sweden) (relays Boden)
		0.5	Linz (Austria) (relays Vienna)
		0.4	Saffle (Sweden) (relays Stockholm)
		0.6	Turku (Abo) (Finland) (relays Helsinki)
1229	244.1	0.5	Basle (Switzerland)
1236	242.7		Liege Experimental (Belgium)

(*Continued on page 29*)

XUM

Why Madrid Should Widen Broadcast Band

By LOUIS G. CALDWELL

Extension Below 550 kc. Rather Than Above 1500 kc. Urged; United States Faces Mexican and Cuban Demands

CERTAIN European countries will make a fight for a wider broadcast band at the approaching International Radio Conference in Madrid. Europe's International Broadcasting Union proposes that this extension shall be into the lower frequencies. Until recently the United States has opposed any inclusion of waves below 550 kc., but largely through the efforts of the NAB this position has been modified. Mr. Caldwell in this article points out why this country should favor a wider broadcast band and why the lower frequencies are preferable to the higher bands for such an extension.

Mr. Caldwell

THE INTERNATIONAL Radio Conference will open at Madrid, Spain, on September 3, next. It is the fourth great radio conference, having been preceded by those held at Berlin in 1906, at London in 1912, and at Washington in 1927. Each of the preceding conferences has resulted in a convention signed by most of the important countries in the world. The last conference held at Washington is said to have been the largest international treaty-making conclave ever held, some 78 nations and political entities having signed the resulting convention.

The issue of paramount importance to be debated and decided at Madrid will have to do with allocation of the frequency spectrum to services. More particularly it will resolve itself into the question whether additional bands of frequencies should be allocated to broadcasting. Under the Washington Convention (Article 5 of the General Regulations) the band 550-1500 kc. is allocated to broadcasting throughout the world, while the band 160-224 kc. is also available for broadcasting in Europe.

Europe's Proposal

DUE LARGELY to the initiative of the International Broadcasting Union (composed mainly of European broadcasting organizations) it will be earnestly urged at Madrid that the band 550-1500 kc. should be extended so as to include 540 kc., and that the bands 150-285 kc. and 370-460 kc. should be allocated to broadcasting—at least in Europe and regions in the same interference areas, such as North Africa and Asia Minor. It will also be urged that, on condition that no interference be caused to maritime mobile services, broadcasting should have a prior claim on the band 460-540 kc.; in other words, that this band may be used in interior regions away from the seacoast.

A number of European countries, namely, Czechoslovakia, Denmark (including Iceland), Lithuania, Norway, Poland, Roumania and Switzerland support these proposals in whole or in part. Other European countries are known to by sympathetic to them because of their demands for frequencies for proposed broadcasting stations. The larger countries, such as France, Germany, Great Britain, and Italy, have not officially committed themselves for or against the proposals and are probably faced with the same differences of opinion among the radio interests in each country as have recently developed in the United States.

At Washington in 1927 the United States was the chief opponent to any extension of the broadcast band beyond 550-1500 kc. It adhered to this position in proposals which it submitted for consideration at Madrid about April 1, 1931, except that the wording of the proposals seemed to leave the door open to an extension to include the band 1500-1715 kc. It was only through the activities of, and representations made in behalf of, the National Association of Broadcasters during the last few months that there has been any modification in the probable position that will be taken by the United States delegation at Madrid.

At a meeting held under the auspices of the Federal Radio Commission May 11, 1932, the broadcasters prevented any commitment by the United States delegation against the allocation of frequency bands below 550 kc. to broadcasters. At a meeting held last May 23 in Chicago, the board of directors of the NAB unanimously adopted a resolution calling on the United States delegation to consider favorably the allocation of such additional bands to broadcasting and to oppose the allocation of frequencies above 1500 kc. to broadcasting.

A committee is now at work, under the chairmanship of Dr. C. B. Jolliffe, chief engineer of the Commission, to investigate and report on the technical and practical factors which should be taken into consideration in deciding the issue.

Advantages to U. S.

WHAT ADVANTAGES will accrue to American broadcasters if effect is given to the proposals which will be urged at Madrid? In the opinion of the writer, there are several such advantages, of considerable importance. In the first place, sooner or later, additional broadcast facilities must be provided for Mexico and perhaps also for Cuba and other parts of the West Indies. These facilities can be provided only by allocating additional frequencies to broadcasting or by a surrender of facilities now used in the United States.

The situation has not been improved by the agreement recently entered into between the United States and Canada. Opinions differ as to the merits of this agreement, but in the opinion of the writer it was untimely and unfortunate in its consequences. By recognizing Canada's claim to the use of nine "clear channels" for immediate or eventual assignment of 50 kw. stations, the United States has greatly weakened its position with respect to Mexico, which has a larger settled area than Canada and almost twice the population. Even if Mexico is more modest in its claims, where can any position be found for a 50 kw. station in Mexico in the present broadcast band?

Opposes Short Waves

THERE is, unfortunately, a school of thought in the United States which believes that the solution for the problem may be found in the extension of the band to include frequencies above 1500 kc. Let us not harbor any delusions on this score. These higher frequencies are absolutely unsuited to broadcasting, because of the high absorption, the limited service area, the closeness of the fading wall, the rapidity of fading, and the freak interference over great distances. In Europe any frequencies above 1200 kc. (or even 1000 kc.) are regarded as virtually unsuited for broadcasting.

Canada has never been willing to use any frequencies above 1210 kc., and under the new agreement its highest frequency will be 1120 kc. (except, possibly, for 100 watt stations). More than optimism is necessary to support a belief that either Canada or Mexico can be

(*Continued on page 26*)

MADRID DELEGATES UNINSTRUCTED

Opponents of Proposal to Widen Broadcast Band Fail To Tie-up Delegation at Subcommittee Parley

THE AMERICAN delegation will go to the International Radio Conference at Madrid with a free hand on the question of enlargement of the broadcast band to embrace certain of the long waves as the result of a meeting July 22 in Washington of the subcommittee of the Preparatory Committee for the conference. Efforts of certain non-broadcasting groups to have the American delegation instructed against enlargement of the band failed.

The subcommittee had been authorized to make an investigation of the transmission characteristics of the frequencies between 150 and 550 kc., as compared with other bands, and to determine the minimum requirements of mobile and aviation services in that band so as to ascertain how much space, if any, would be available for enlargement of the broadcast band. This move was forced at the full committee meeting May 11 by Louis G. Caldwell, chairman of the NAB International Broadcasting Committee.

Technical data submitted showed that the long waves generally are well adapted for use in broadcasting. It was gathered largely by Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, from all known sources of information.

That phase of the report dealing with the uses being made of the long waves by services now on those bands was innocuous and held to be of little practical benefit. It stated that representatives of each of the commercial and government operating agencies assigned to the long waves claimed that "effective use" now is being made of these waves. It said also that these services claimed that it would be extremely difficult to find suitable frequencies to replace those now being used if existing allocations in the band were changed.

Several of the agencies also held that should a new allocation become necessary in the 150-550 kc. band and should channels be allocated in other bands to replace those now being used, no funds would be available for the necessary remodeling of existing equipment or the purchase of new equipment under present business conditions.

This form of report was agreed upon after a proposal made by Capt. S. C. Hooper, director of

(*Continued on page 30*)

Stations Evade Political Libel Due to Nebraska Court Ruling

Conflict With Radio Act Causes Broadcasters To Play Safe; "Curbstone Opinions" Hit

BECAUSE of the evident conflict between the decision of the Nebraska Supreme Court and Section 18 of the Radio Act, regarding libel in political radio addresses, many broadcasters are taking precautions to protect themselves against possible implication in damage suits growing out of that opinion by enforcing rigid rules as to political broadcasting during the current campaign.

Until the Nebraska opinion is finally adjudicated, it is the prevailing belief that stations in self-defense must guard against the broadcasting of libelous statements by political candidates for office or their spokesmen, lest they be held liable for the offense along with the speaker. This apprehension grows directly out of the Nebraska opinion, rendered June 10 in the case of Sorensen vs. Wood and KFAB, at Lincoln, which was held liable along with the speaker for alleged libelous statements "published" over the station during a political campaign. The opinion held that Section 18, which specifically states that there can be no censorship of political speeches on the radio by candidates for office, was not applicable.

Commission Dodges Issues

BROADCASTERS cannot look to the Radio Commission for an interpretation of the Nebraska decision as it applies to them. In response to more than a dozen requests for such a ruling received from stations, the Commission's legal division simply asserted that the Commission is an administrative body, and, as such, cannot properly assume the function of interpreting either a federal law or a court decision until a question is at issue before it in a pending case.

The Commission's view is that stations should consult their own attorneys on the matter, and, after analyzing their own state laws governing libel, decide how the problem can be solved with safety. It is a fair assumption that some time during the current political campaign the question will come squarely before the Commission in a case involving renewal of station license for alleged infraction of Section 18. Then the Commission would be confronted with the task of defining the section and perhaps the applicability of the Nebraska decision.

"Curbstone opinions" on the situation are dangerous, according to well-informed observers. The case really goes more deeply into the federal law than appears on the surface and may involve a serious question of constitutionality. State libel laws must be taken into consideration, because it is conceivable that what would be perfectly lawful for stations in one state might be a violation of the laws of another.

Philip G. Loucks, NAB managing director, points out that the Nebraska decision is not final in the sense that it can not be appealed to the Supreme Court of the United States. The Nebraska Supreme Court, he said, held that the trial court erred in the KFAB case, and therefore remanded it for further hearing. After this hearing the case likely will again be carried to the Supreme Court of Nebraska, whence it can be appealed to the nation's highest tribunal.

"It is well to remember," Mr. Loucks said, "that Wood was speaking on behalf of a candidate and not personally as a legally qualified candidate for office. Whether the decision of the court would have been the same had Wood been a legally qualified candidate for office it is impossible to say. The time, however, during which Wood spoke was ordered and paid for by the candidate.

"Section 18 is virtually self-executing and a violation of this or any section of the Radio Act is made a criminal offense under Section 32 and 33 of the law. It is not difficult to visualize conflicts between state and federal laws on the subject and stations are urged to examine their state law in the light of the Nebraska decision and Section 18."

Use Real Names

ALL THE radio celebrities engaged for "The Big Broadcast," which Paramount is producing, will use their real rather than fictitious names as they retain their identities in the film. To date, the combined stellar forces of radio and screen in the picture number 18. Among them are Bing Crosby, Kate Smith, the Mills Brothers, Burns and Allen, the Boswell Sisters, Cab Calloway and Arthur Tracy, the Street Singer.

WCCO Drafts Rules

HENRY A. BELLOWS, CBS vice-president, director of WCCO, Minneapolis, and chairman of the NAB legislative committee, who has gone deeply into the libel subject, has issued a set of rules governing political broadcasts, which is displayed elsewhere on this page. Copies of the rules are sent to all candidates nominated in the primaries, and when they buy time they do it with the expressed acceptance by them of the rules set forth, Mr. Bellows explained.

WEBC, Duluth-Superior, also has issued a notice to candidates for public office and political speakers as a result of the Nebraska opinion. After quoting Section 18, the notice states:

"This station desires to grant to every candidate for public office and to all political parties, the fullest use of its facilities possible for the purpose of enlightening the voters as to the issues. The Supreme Court of Nebraska has recently held that notwithstanding the act of Congress, the broadcasting stations may be held legally responsible for any libelous or slanderous statements made over the radio, even by a candidate for public office, and that it is the duty of the radio station to cut off a speaker making any such statements.

"This station does not desire to censor the material of any speaker in any respect whatsoever. It must insist, however, that no statements shall be made which are libelous or slanderous. In order to protect this station, and at the same time show no discrimination between speakers, this station has adopted the rule that all political addresses shall be prepared in writing and copies submitted to the station at least________hours before the time of broadcasting."

Political Rules of WCCO

In order to carry out fully the requirements of the Federal Radio law with regard to candidates for political office, the following regulations must be strictly observed in connection with all political broadcasts over WCCO prior to the elections of November 8, 1932:

1. Time will not be sold for any political broadcast except to an individual, or to an organization supporting such individual, who was duly nominated in the state primary elections or in the national conventions.
2. For any candidate nominated for the office of governor of Minnesota there may be purchased between July 1 and November 7, inclusive, not to exceed a total of four hours, of which not more than one and one-half hours shall be after October 31, 1932.
3. For any candidate for any other office there may be purchased between the above dates not to exceed a total of one hour, of which not more than 30 minutes shall be after October 31, 1932.
4. No specific reservations of time for political broadcasts shall be made more than 30 days in advance, and all such reservations shall be made subject to the right of Northwestern Broadcasting, Inc., to change the time if such action is necessary in order to accommodate chain broadcasts.
5. Where time is purchased by any person or organization other than the actual candidate, the contract shall specify the candidate or candidates in whose behalf such time is purchased, and such time shall be charged against the allotment to such candidate or candidates exactly as if it were purchased and used by them in person.
6. Every political broadcast between July 1 and November 7 shall be paid for fully in advance, and unless such full payment is received, the broadcast shall not be permitted. The announcer on duty is authorized to accept payment if such payment is tendered just before the broadcast begins. Absolutely no exception to this rule of full payment in advance will be considered.
7. In view of the recent decision of the Nebraska Supreme Court, no person speaking in behalf of any candidate for office will be permitted to broadcast unless a written copy of his speech has been submitted to the station management not less than 24 hours in advance of the broadcast. The station reserves the right to make such changes in all such speeches in behalf of candidates as may appear necessary in order to avoid violation of the libel and slander laws of the state of Minnesota. Candidates for office speaking in person will not be required to submit manuscripts of their speeches, but in the event that any such candidate appears in any radio speech broadcast by WCCO to have violated the libel or slander laws of the state of Minnesota, the station reserves the right to refuse to permit such candidate to make any further use of the facilities of the station, notwithstanding any previous commitments which may have been made.

Press Publishers Urge News Broadcasting Ban

TWO NEWSPAPER publishers associations condemned the broadcasting of news gathered by press associations and newspapers in conventions held during July.

The Southern Newspaper Publishers Association, meeting in Asheville, N. C., adopted a resolution urging the press services not to furnish news to radio stations, whereas Lea M. Nichols, of the BRISTOW (Okla.) RECORD, president of the National Editorial Association, advocated a definite stand against the same practice in his annual message at San Francisco.

U. P. "Night Editor"

UNITED PRESS Association, leading news service, has just entered into a co-operative arrangement with WOR, Newark, for a news flash program every week night from 10:45 to 11 p. m. Offered as a sustaining feature, the program is known as "The Night Editor" and is handled by Sidney B. Whipple, U. P. night editor who broadcasts a resumé and comment on current events directly from the editorial rooms of the syndicate. Mr. Whipple replaces the International News Service's "Globe Trotter," previously heard on WOR.

IN SPITE of the general depression, the British radio audience is constantly increasing, latest figures showing that the total of licensed radios in March reached 4,600,000. This is nearly 1,000,000 more than a year ago.

The Value of Agricultural Programs

Broadcasts Popular Even in Highly Industrialized Areas; Farmers Use Market Reports, WBZ-WBZA Finds

By E. J. ROWELL

Mr. Rowell

THE MAJORITY of radio programs seem to be presented for the purpose of entertainment and, in many cases, as a means of selling a commodity. Many of the programs, specifically directed to women or to certain other groups, are of an educational and informative nature. Agriculture programs fall distinctly into this class. The average farmer is not the type to make any show of what he hears or what he likes, but five years' experience in agricultural broadcasting has clearly demonstrated to us at WBZ that the farmer makes continued use of radio programs for his particular benefit.

"The proof of the pudding is in the eating," but with agricultural broadcasts the proof is not in their continuance but in their discontinuance. Stop giving certain reports and you will hear plenty of complaints! Two well-known radio stations felt the service was not being used and so ordered those programs cancelled. They had been off but 24 hours when mail began coming in large volume inquiring why these programs had been stopped and asking that they be restored. The result is that these programs are broadcast at a time that is satisfactory to the listener, and now there is not the most remote possibility that they will be moved or replaced.

Even in highly industrialized areas, agricultural programs have their place, for there is always the market gardener and the backyard farmer who is a ready and eager listener. There are two other groups who listen but who do not make much use of the material; those who used to live on the farm and those who hope eventually to live on a farm.

Ask your friends whether or not they come in the latter group. You will be surprised at the number who say that they hope some day to have a place in the country and that, regardless of business conditions, they will be able to live comfortably, even though very little money is coming in.

Mark of Popularity

ANOTHER proof of the fact that the farmers are eager to have agricultural programs is shown in connection with programs over WBZ-WBZA. When these were started as a regular feature, it was rather difficult to obtain speakers for each of the five weekly noonday programs. After two years, all kinds of agricultural organizations and community groups, such as fruit growers, poultrymen, dairymen and others ask that they be allowed to participate because they feel that information can be given to the greatest number in the shortest period of time.

Farmers, like almost everyone else, do not like to feel that they are being lectured, but they do like to feel that the speakers are paying a personal, friendly visit. They like to know that the speaker really knows what he is talking about and is not just reading a talk prepared by someone else. Market information *must* be reliable. Thousands of farmers listen daily and use the information as a basis of their market activity just as the stock broker watches the activity and quotations on the stock exchanges.

Usually the programs presented to the farmer are of two types, one being market information and the other talks by leading agricultural authorities on a wide range of subjects. The subjects cover every phase of the agricultural industry, naturally featuring the products of the section covered.

It has been interesting to note the comments which have been received from the farmers in various occupations. Recently I received a letter from a man in Maine asking that additional market information be presented at a particular time. This man said that he and many of his friends were there at the loud speaker regularly and considered the service of great value. A poultry man in the western part of Massachusetts said that he listened to the noon programs regularly, but as it was impossible for him to be in the house at 5:30 o'clock every day to get the Boston egg prices, his wife listened for him.

Sometimes it seems as though we who have charge of agricultural broadcasts should be "agricultural encyclopedias." The questions asked, either in person or in letters, range from "where can I sell my rabbits?" and "here's what I feed my chickens every day—Why don't I get more eggs?" to such questions as "what are the regulations for shipping apples to Czechoslovakia?"

In spite of the fact that the questions and requests have been varied, I am still at loss to explain audience reaction. In the fall of 1931 I asked a man to talk on "Rabbit Raising." I knew that he was capable of doing it, because he took an active part in the management of a large rabbitry. What I did not know was the fact that he is a large manufacturer of patent medicine and a director of several banks. He proved willing to talk and gave as excellent a discussion of the subject as possible in ten minutes. In connection with his talk he mentioned the fact that a bulletin was available upon request. For some unknown reason he received about ten times as many letters as would have been expected on such popular industries as poultry or dairy. Since that time we have presented several talks on rabbits and found that there is a responsive audience and that it is not made up of children who are interested in rabbits as pets.

The weather report, issued by the United States Department of Agriculture, is possibly of more value to the farmer than anyone else who listens to it, but if business men are wise they will likewise profit by the weather forecast. For example, the department store will follow the weather forecast. "Rain tomorrow" means advertisements of raincoats and rubber boots. In other words even the merchants will plan their advertising to conform to what the weather will be, rather than what it is when the copy is prepared.

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*Mr. Rowell is jointly retained by the United States Department of Agriculture, the state Departments of Agriculture of Massachusetts, Connecticut, New Hampshire, Maine and Vermont and Westinghouse stations WBZ-WBZA, Boston-Springfield.

VOICE FROM ABROAD

WOR Sends Narrator to Europe For Daily Sponsored Talks

SPONSORED by L. Bamberger & Co., Newark department store, Katherine Tift-Jones, heard every morning in the Katherine 'n' Calliope program over WOR, Newark, has been speaking to her usual morning women's audience over WOR in a unique series relayed by transatlantic radio-telephone from European capitals. She has been touring Europe and she recounts her impressions, particularly of the merchandise she has viewed.

This is believed to be the first time an independent radio station has sent its own narrator abroad for a sponsored program of this character. Miss Tift-Jones spoke from Paris on July 26 and from Berlin, July 29, and is scheduled to be heard from London, Aug. 4. In each case her talks are carried from a radio studio to the A. T. & T. transatlantic radiotelephone circuit, which relays them to the WOR switchboard.

New Radio Syndicate

FONTENELLE FEATURES, offering "tested scripts" previously produced over KOIL, Council Bluffs-Omaha, and other leading stations, has been organized to serve radio stations, agencies and advertisers, with offices in the Brandeis Building, Omaha. Its offerings of radio continuities run the range from commercial sketches and blackouts to heavy dramatic plays. The syndicate is managed by B. A. Fennder, assisted by C. F. Williams, both writers of wide experience in radio. It is meeting with considerable success with mystery thrillers.

Paris Radio Shows

PARIS is having its fill of radio shows this year. Besides the official exhibition of the RMA, a smaller display, international in scope, is being sponsored by an independent minority group of manufacturers.

Lewis Allen Weiss Quits Don Lee System to Join WJR; Tyson Successor

Mr. Weiss

LEWIS ALLEN WEISS, for the last two years manager of the Don Lee Broadcasting System, with headquarters at KHJ, Los Angeles, has resigned to become vice-president of WJR, Detroit. His resignation is effective Aug. 1. His successor is Leo B. Tyson, formerly advertising director of KHJ.

No changes in the WJR organization are anticipated, according to Leo Fitzpatrick, general manager. Mr. Weiss, he said, succeeds to the position vacated by John F. Patt, who formerly was Mr. Fitzpatrick's assistant and who was sent to Cleveland as manager of WGAR, owned by the same interests that own WJR.

Mr. Tyson

Mr. Weiss has achieved great success as manager of KHJ and the Don Lee system and is an outstanding figure in national as well as Pacific Coast advertising circles. He was graduated from the Kent College of Law in 1914 and practiced law until 1927 except for the two-year war service as commander of the famous Black Horse Troop of the Fourth Cavalry.

In 1927 Mr. Weiss enrolled in the University of Southern California to major in advanced economics of merchandising, marketing and advertising, and he holds the only diploma of its kind ever issued by that institution. He also is holder of the Alpha Delta Sigma key, fourteenth American advertising man to be awarded this honor. He is a director of the Advertising Club of Los Angeles, a member of the Jonathan Club and a member of the speakers bureau of the National Association of Advertising Clubs.

Mr. Tyson, like Mr. Weiss, is nationally known in advertising circles, both having formerly served with the Hearst organization as advertising and promotion executives. Mr. Tyson was with Hearst for six years. He was in the Navy for five years. In 1922 he was Herbert Hoover's representative in the American Relief Administration in Danzig, having charge of food shipments into Russia.

In his new capacity Mr. Tyson will have charge of business administration for the Don Lee System from San Francisco south to San Diego, with headquarters at KHJ.

Radio Going Up

PROFESSOR PICARD, who recently set an altitude record for balloons with his invasion of the stratosphere, plans to take a 50-watt radio transmitter on his next trip. He will send messages from the balloon on a wave length between 40 and 80 meters.

WIBA Defies University of Wisconsin To Prevent Football Game Broadcasts

Ohio State Will Permit Radio on Gridiron Regardless Of the Decision of Big Ten at Pasadena Parley

BULLETIN

Western football games will be broadcast as usual during the 1932 season, the Pacific Coast Conference has decided. Newspapers and business men joined with stations and public in putting over the decision, the San Francisco correspondent of BROADCASTING reports by telegraph as we go to press.

REGARDLESS whether the Western Conference or Big Ten universities follow the example of the Eastern Intercollegiate Association and vote to bar the microphone from their football games, there is one station in a college town that absolutely promises its listeners that they will be able to follow the football games of their university by radio.

It is WIBA, Madison, home of the University of Wisconsin, whose manager, W. E. Walker, has defied the school's athletic authorities, who are leaning toward the ban. Mr. Walker has not revealed the steps he contemplates taking, but in one of the Madison newspapers he has assured radio fans that all Wisconsin games will be carried over WIBA. The station is owned jointly by the CAPITAL TIMES and WISCONSIN STATE JOURNAL, local newspapers, and it would be easily possible for their reporters to wire the running commentaries into the studio for broadcast purposes.

Big Ten Decision Soon

FOLLOWING newspaper comment on the question of broadcasting Wisconsin games this fall, hundreds of inquiries and objections poured into WIBA and Mr. Walker immediately communicated with Maj. John L. Griffith, Big Ten commissioner of athletics, who replied that the entire matter will be considered at the meetings of the National Collegiate Association in Pasadena at the end of July and that the Western Conference directors would render their decision shortly afterward.

Ohio State University, which has a radio station of its own, has already announced that it will allow broadcasting of its games regardless of the outcome of the Big Ten meeting. Notre Dame is also on record in favor of radio, which the Eastern Intercollegiate Association recently decided to ban from the games played by its membership because of alleged inroads into gate receipts. The eastern association's membership includes Yale, Harvard, Princeton, Army, Navy, Pennsylvania, Pittsburgh, Brown, Penn State, Dartmouth, Columbia and Syracuse.

Station Has Obligation

"IF A newspaper reporter were barred from covering a public event," said Mr. Walker, "he would find a way to fulfill his assignment. The modern radio station, like a newspaper, is a quasi-public medium with a definite obligation to its listeners. A substantial amount of money has been spent to provide WIBA listeners with the best programs on the air, and we do not propose to fall down in covering such popular events as the Wisconsin football games.

"Our plans are made. Additional equipment is being ordered from the west coast which will enable us to cover all the home football games direct, just as efficiently as if we were seated on the sidelines, in the event that broadcasting at Wisconsin is banned.

"It seems unfair that loyal Wisconsin fans throughout the state who have always given Wisconsin teams their financial support in the past and who may not be able to attend all the games this year, should be deprived of hearing the results over the air. The banning of broadcasting by the Big Ten would certainly add dynamite to the charge that collegiate athletics today are conducted primarily for the gate."

"The NBC is conducting a nation-wide survey to determine from what points it will be able to broadcast football games this year. We are still hopeful that a Wisconsin game may be scheduled for a national hook-up this fall."

Mr. and Mrs. Henry Field

THIS IS an official campaign photograph of Mr. and Mrs. Henry Field, of Shenandoah, Iowa, being used in Mr. Field's vigorous campaign for United States Senator which is largely being waged via radio. Mr. Field is owner and operator of KFNF, Shenandoah, and it was at the station house that Mrs. Field, during the primary campaign, served her famous chicken stew. Mr. Field defeated Senator Smith W. Brookhart for the Republican nomination by a wide margin, running as a dry. His chief opponent in the November elections will be Louis Murphy, a Democrat and a wet.

New WBT Ready

FOLLOWING a series of test programs, WBT, Charlotte, N. C., was scheduled to begin operation with 25 kw. power on a 16-hour daily schedule Aug. 1. Its new equipment, however, is capable of producing 50 kw. should the higher power be authorized in the future.

Democrats to Rely On Radio—Farley

Republicans Set Up Budget; Free Time Ceases Aug. 1

THAT THE RADIO will materially change the aspect of the 1932 presidential campaign, as it did to a lesser extent in 1928, was quite frankly and freely indicated by James A. Farley, chairman of the Democratic National Committee, at a conference with Washington newspaper correspondents in the National Press Club, July 26.

Mr. Farley declared that "radio has changed the whole method of campaigning." That is one of the reasons, he said, why Franklin D. Roosevelt's advisors are opposing a western speaking tour. All sections can be reached via radio, whereas to accept one section's invitation and to ignore another's might lead to harsh feelings, he said. Moreover, it would be a physical impossibility to accept all speaking invitations.

Charles Michelson, director of publicity for the Democrats, stated that no arrangements for the radio campaign have yet been made. The committee, he said, is still looking for a man to take charge of the radio. In the meantime, Mr. Michelson himself is handling the placing of speakers. Mr. Farley also stated that no funds have yet been made available for the campaign.

The "moratorium" which the radio networks placed upon no-pay political speeches is scheduled to be lifted Aug. 1, except for the broadcasting of the Hoover acceptance speech from Washington Aug. 11 and the Curtis acceptance from Topeka Aug. 18. These will be carried without cost, both NBC and CBS have ruled, but all other speeches of a purely political character must be paid for after that date.

Budget for Radio

REPUBLICANS have allocated a budget tentatively to radio, the size of which is not revealed. Paul Gascoigne, who handled radio for the Republican National Committee in 1928, is again doing it this year, with headquarters in the Barr Building, Washington. Everett Sanders, chairman of the Republican committee and Hoover's campaign manager, on July 25 announced the appointment of Rep. C. William Ramseyer, of Iowa, as director of the speakers bureau to be established in the Palmer House, Chicago, Aug. 1. His assistant is Rep. David Hopkins, of Missouri. They will be in charge of placing radio as well as other speakers.

Democratic headquarters will be at the Hotel Biltmore, New York, but Mr. Michelson will divide his time between there and his offices in the National Press Building, Washington. It is expected the radio chieftain will do likewise. In the meantime, pending the Hoover and Curtis acceptance broadcasts, which will be without charge, and to "compensate" the Democrats for their loss of equivalent time on the air due to the Roosevelt acceptance speech having been made at the Democratic convention in Chicago, both networks have given two hours of additional no-pay time to the Democrats.

Job Auctions via Radio

Head of Veterans Administration Urges Regional Aides To Sponsor Scheme for Placing Service Men

MAN AUCTIONS over the radio as a means of relieving unemployment among war veterans has received the official endorsement of Brig. Gen. Frank T. Hines, head of the U. S. Veterans Administration.

In a letter to all regional managers of the administration, General Hines called attention to the success of an auction conducted by WRC, Washington, in collaboration with the American Legion post, as well as to other successful man auctions. He recommended similar broadcasts throughout the country.

The suggestion for the WRC broadcasts, conducted during May, came from Radio Commissioner Lafount, General Hines explained, and resulted in 266 jobs being obtained for District of Columbia veterans. The program was sponsored by the Wilkins Coffee Co.

Reports received by the Veterans Administration, it was stated, indicate that the idea is being accepted favorably, and that a number of cities and towns already are undertaking programs of this nature. It is yet too early, however, to determine general results.

General Hines explained that the WRC job auctions were of 15 minutes duration. The announcer conducted the program in the manner of an experienced auctioneer, reciting the qualifications and circumstances of each job seeker and invited the listeners who had jobs to offer to telephone the station during the progress of the auction. The radio audience was informed of the progress being made as calls were received and men were placed, and the names of the persons offering employment were announced.

"Considerable publicity resulted," General Hines said, "all of the District of Columbia newspapers carried special articles commenting favorably on the novelty and results of the plan."

So far as is known, C. P. Ritchie, manager of KGHF, Pueblo, Colo., originated the man auction idea. (See BROADCASTING for May 1, 1932.) He went on the air last spring in behalf of local unemployment relief agencies and described individual cases of men seeking employment at odd jobs. Since then the idea has spread rapidly.

Clear Channel Change

WOWO, Fort Wayne, Ind., and WWVA, Wheeling, W. Va., on July 22 were authorized by the Radio Commission to operate simultaneously during daytime on their shared clear channel from Aug. 1 to Feb. 1, 1933, pending action on their application for modification of license. Both stations are currently seeking full time on the 1160 kc. clear channel which they share.

Erection of Home Linked with Novel Feature on WBAL

Building Trades are Sponsors Of True-to-Life Sketch

Mr. Gould

A UNIQUE program experiment—that of tying-in a feature with a local building project—is now being tried by WBAL, Baltimore, with considerable success. Every Tuesday night, at 9:15 o'clock, EST, the station broadcasts "The House That Jack's Building," a dramatic sketch of the true-to-life experiences of Sally and Jack Howard, a modern young couple who are building their own home. Incidentally, this model residence is actually being constructed in Northwood, one of the Roland Park Company's suburban developments.

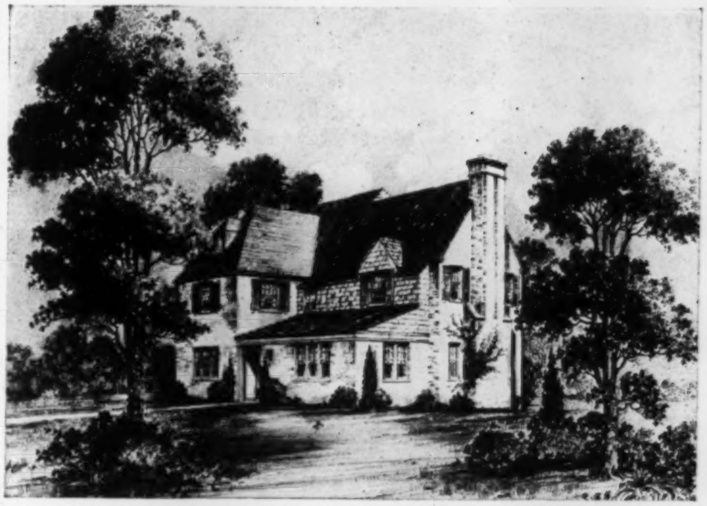
The sponsors represent the various phases of the home-building, home furnishing and real estate trades. Although the weekly sketches keep uppermost the drama itself, the chief purpose is not lost sight of. As a result there has been a decided stimulus noted at Baltimore in home-building, home modernizing and in real estate sales generally. Reports show that crowds are flocking to Northwood especially to see "the house that Jack's building."

The idea of building a model home on the air was originated for WBAL by Purnell H. Gould, WBAL's commercial representative. The account is handled direct by the WBAL commercial department, of which Stanley W. Barnett is manager. The continuity is written by Broughton Tall, supervisor of WBAL's literary research department and a playwright of considerable reputation, his four-act drama, "Mme. Bonaparte," produced in Baltimore last season by the "Vagabonds," having broken all previous box office records of that organization.

The characters include: Sally, played by Elinor McCurley; Jack, Edward Waesche, Jr.; Salina, the maid, Mary Spotswood Warren; Gwen, Sally's girl friend, Leonie Redue; Chick, Gwen's husband, Walter N. Linthicum, baritone announcer, and Alex, Jack's wealthy but eccentric aunt who helps her nephew finance this home-building plan, Elise Lee Cohen, who directed the WBAL Players in a broadcast series over WBAL last winter and spring.

The sponsors include the Roland Park Co.; The Maryland Title Guarantee Co.; The Consolidated Gas Electric Light & Power Co.; Tilghman V. Morgan; The Baltimore Brick Co.; The Acme Tile Co.; The Fairfacts Co.; The Robertson Art Tile Co. of Trenton, N. J., and The Hilgartner Marble Co.

At the conclusion of the present programs a new series of broadcasts will be presented as a sequel to cover the furnishing. A house warming which Sally and Jack are already tentatively planning for this fall, will conclude the feature.



THE HOUSE THAT JACK'S BUILDING—This is the title of a unique program over WBAL, Baltimore, that ties in with the building of a model home in a suburb. Details of the radio tie-in are explained elsewhere on this page.

Advertisers Urge Program Emphasis

Pacific Clubs Discuss Radio At Vancouver Convention

A GENERAL attitude of eagerness to serve the listening public by improving programs and discouraging excessive commercialism was evident in discussions at the radio departmentals held early in July in connection with the annual convention of the Pacific Advertising Clubs Association at Vancouver, B. C.

Various talks were made, and much discussion enlivened the sessions under the direction of H. J. Quilliam, of KOMO, Seattle, Wash., and Roy Frothingham of NBC, San Francisco. Station managers and those directly connected with radio predominated. Advertising agency executives, advertising managers of retail and manufacturing establishments, and representatives of other media were in attendance.

Speakers and Topics

THE SPEAKERS and topics were: Carl Eastman, Pacific coast manager, N. W. Ayer & Son, San Francisco, "The Advertising Agency Job in Radio Advertising."; H. F. Anderson, sales manager, Pacific division, NBC, "Building Programs that Pay"; C. P. MacGregor, MacGregor & Solle, San Francisco, "Making and Selling Transcription Programs"; Ralph Brunton, manager of KJBS, San Francisco, "Local Programs for the Retail Merchant"; J. Howard Pyle, program manager, KTAR, Phoenix, "Station Management and Program Building," and F. L. Foster, representing Crossley, Inc., New York, "Co-operative Analysis of Radio Broadcasting."

Provision was made for open discussion of the various subjects but limitations of time cut down the intended amount. Ex-tempore views were offered by Raymond Kelley of Syverson Kelley Agency; Wallace Boren of J. Walter Thompson Co.; H. J. Quilliam, KOMO, Seattle; Miss Frankie Coykendall of Botsford Constantine & Gardner; D. J. Jansen of KVI, Tacoma; F. B. McClatchy, KSL, Salt Lake City; W. E. Powell, CNRV, Vancouver; Lawrence Moore, KRE, Oakland; Earl Weller, Portland; W. C. Stannard, McConnell, Ferguson, Ltd., Vancouver; James Lightbody, B. C. Electric Co.; Joan Jack, Hudson Bay Co.; E. C. Stark, sales manager of the Pacific Milk Co., Vancouver; George Chandler, CJOR, Vancouver.

Building a Radio Unit

OUTSTANDING among the several talks and discussions was the story of how N. W. Ayer & Son has built its radio organization and accomplished its research regarding the coverage and relative popularity of hundreds of radio stations. In every market and territory the coverage and "pulling power" of each station is a known quantity. Mr. Eastman illustrated the findings of his company with colorful maps and charts.

Mr. Anderson emphasized the growth in popularity of dramatic and mystery programs, the trend toward 15-minute strips, and the consequent opportunity for outstanding programs of one and two-hour duration. The comparative value of "tailor made" and "ready made" programs for the advertiser was discussed with the conclusion that both are good when used right.

Transcription programs were discussed from production and selling angles by Mr. MacGregor, with emphasis on their value to the advertiser who wants to high spot national markets or who wants to augment his network advertising with local transcription programs in selected places. Mr. MacGregor had experience in the phonograph industry before entering the transcription business.

Local Retail Programs

MR. BRUNTON, and Mr. Pyle each talked on "Local Programs for the Retail Merchant" with Mr. Brunton featuring the commercial phases of this problem and Mr. Pyle emphasizing the production of programs that please.

Mr. Foster revealed the findings and conclusions of Crossley surveys directed toward the program preferences and listening habits of the radio audience. Crossley service to national advertisers and national advertising agencies is well known by reputation, but this was the first tme a group of Pacific coast advertising men and women were made acquainted with the methods and results of Crossley surveys.

The 1933 convention of the Pacific Advertising Clubs Association will be held in Sacremento, Cal., in July. Another P. A. C. A. radio departmental will be staged.

Radio Advertising Strong in Survey

Newspapers Still Hold Lead By Virtue of Numbers

NEWSPAPERS naturally continue to lead by a considerable margin in advertising appropriations, but radio makes a very substantial showing in the survey of 435 national advertisers whose results were announced July 20 by the American Newspaper Publishers Association. This group of firms represents national advertisers whose expenditures the bureau of advertising of the association was able to check and is not a complete record of newspaper or other advertisers.

Considering the fact that there are nearly 2,000 daily newspapers in the United States and many thousand more weeklies—together with the fact that the amount of "space" in radio is limited—radio's showing was good. The 435 firms checked spent $143,365,000 for newspaper space in 1931. Of this group, 190 also used magazine space to the extent of $78,317,815, and 121 used radio to the amount of $21,223,862.

High in Foodstuffs

RADIO makes its best showing in the food products and tobacco divisions. Eighty-one food companies spent $20,395,000 in newspapers, $18,292,065 in magazines and $4,868,442 in radio. Fourteen tobacco companies spent $28,730,000 in newspapers, $5,029,790 in radio and $3,949,086 in magazines.

The group of advertisers studied were shown to have allocated their appropriations in the following percentages:

	Newspapers	Magazines	Radio
Autos, trucks	64.6%	33.8%	1.6%
Drug Sundries	78.4%	17.3%	4.3%
Electric appliances	51.8%	40.5%	7.7%
Finance	67.7%	3.6%	28.7%
Foods	46.8%	42.0%	11.2%
Gasoline, oils	74.8%	18.4%	6.8%
Radios, phonographs	58.5%	26.5%	15.0%
Railroads	88.0%	9.7%	2.3%
Soft drinks	65.7%	21.9%	12.4%
Steamships	78.8%	21.2%	----
Tobacco	76.2%	10.5%	13.3%
Clothing	79.9%	18.1%	2.0%

Quotes Prices

GENERAL ELECTRIC Company has followed the Atlantic & Pacific Tea Company's example in quoting prices during its NBC programs. The A. & P. features prices of selected commodities and G. E. quotes prices of electric refrigerators. These are the first concerns to take advantage of the network's recent ruling that prices of certain goods may be quoted during daytime periods.

BROADCASTING

THE NEWS MAGAZINE *of*
THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR,
Advertising Manager

Published Semi-Monthly by
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Practical Or Political?

ONCE AGAIN the task of selecting a new member of the Radio Commission confronts President Hoover. Although it may be too much to expect in a campaign year, we fervently hope the appointment will not be purely political.

There are many aspirants for the job, both among men of practical radio experience and men with only political backing and background. In these lean days, when good jobs are at a premium, the politicians are in position to strike real bargains in bringing home the votes. If the appointment goes to some politician or to an individual unknown to radio, it will be because the campaign managers figure he can help line up a doubtful territory next November.

Broadcasters would like to see a practical radio man fill the vacancy created by General Saltzman's resignation. If not one of their own, they would prefer the job to go to some outstanding individual in some way identified or acquainted with radio. At least a half dozen candidates meet these qualifications.

The fourth zone commissionership is a most important one. Despite the claims of the Commission that zones do not come into the picture when the Commission functions and that each commissioner represents the country at large rather than the zone from which he was appointed, the fact remains that each commissioner takes a sort of paternal interest in "his zone." The middle west is the most congested and overquota of the country. It boasts the greatest number of radio-minded members of Congress if not the greatest amount of political wire-pulling.

What the fourth zone needs is a man with courage enough to say "no" to the ever insistent entreaties of individual Senators and Representatives. It needs some one who will turn a deaf ear to the commands that established engineering principles be broken under the guise of "experimental" or "temporary" grants, to appease political appetities.

Little, if any, improvement has been effected in the fourth zone in the last three years. True, the general improvement in organization of the Commission and the enforcement of strict engineering regulations have brought about nation-wide betterment of service. But the fourth zone remains the sore-spot of radio.

General Saltzman's resignation was not surprising. For more than a year it had been expected, but his persistent half denials of these reports had even his colleagues perplexed. In announcing his resignation, the White House said he resigned because of ill-health on advice of his physician. In radio circles it is generally believed he left because the economy bill which would have reduced his government income from $16,000 to $9,000 a year had he remained with the Commission. As a retired Major General he will continue to draw his retirement pay of $6,000 a year.

General Saltzman's resignation, coupled with the economy bill which abolished the Radio Division of the Department of Commerce and transferred its duties to the Commission, necessitated sweeping changes in the Commission's organization. Employees will be transferred, others released under the drastic economies ordered by Congress.

Happily, William D. Terrell, radio's first government official, remains as chief of the newly created Division of Field Operations of the Commission. The Radio Division has been a most efficient organization, even during the days when it had complete control over radio, broadcasting included. The Commission, in realigning that organization, should exercise utmost care, lest it impair its value and its fine record of service.

Thou Shalt Not Covet

FOUND, a satisfied broadcaster! His station has 1,000 watts power on a regional channel. It covers its immediate marketing area, by no means the richest marketing area on the map. It is seldom if ever involved in litigation before the Radio Commission. This operator asks for no more than to be let alone, and he usually is. He is one the few broadcasters we know who does not envy his neighbor's clear channel or higher power. His station, above all, has been consistently profitable even through the depression, plainly because of good service and good management.

In the merry scramble for better wave lengths, higher power and more time—anything the station can get—there's evidence that many station operators are overlooking the fact that money is to be made, trouble avoided and service to the community given by the station that secures wave, power and time sufficient to cover its home market—and then curbs its ambition there.

As this broadcaster says, to the local advertiser any listener outside the area from which buyers come to purchase is wasted. Local advertising rates must be based on how well the station covers the local area, not how far it reaches. In selling spot advertising, the solicitor will find that the national account expects coverage only of the local market area. He doesn't care whether station BLANK can be heard in Timbuctoo on a clear day. Nor do the chains expect their outlets to go beyond the home area.

So, except in the cases of the stations assigned to channels intended to provide rural and remote service, there really is nothing to be gained by kicking a program half way across the continent, except perhaps satisfied vanity.

The same holds true as to serving the non-commercial needs of the community. The community, of course, is just the home area. If an attempt is made to serve its interests, there is nothing usually to interest the outer fringe of listeners. Community interest programs are not the programs of great areas and certainly should not be neglected for the sake of distant coverage.

The least expensive station to operate is the one covering no wasted area. Its income can be as great as if it were reaching into Alaska. The national advertiser and the agency are erring grievously if they overlook quality of service and reputation of stations, however small, when it comes to placing accounts designed for home areas. Its the immediate service range of a station and the listener-interest it commands that counts.

The RADIO BOOK SHELF

THE EYES that are some day to be given radio are treated with all the tender care of a pathologist in Orrin E. Dunlap, Jr.'s newest book, "The Outlook for Television" (Harper & Bros., New York, $4). Nor are the sociological aspects of the visual art overlooked in this compendium of television data, largely derived from the files of THE NEW YORK TIMES, of which Mr. Dunlap is radio editor.

We are told what the developments in television up to date have been and what to expect from it later, technically and otherwise. The author has not only drawn freely from his own previous newspaper writings on the subject, but he has included the expressed and contributed views of such men as Bruce Barton on television in advertising, Dr. Lee DeForest on television in home and theater, Col. Theodore Roosevelt on television in politics, S. L. (Roxy) Rothafel on television in stage and screen, and Maj. Gen. James G. Harbord on television in war.

Some of the contributed predictions, notably one definitely opining that commercial television would be here in 1932, are obviously far-fetched for 1932 is half gone and television, it seems, is far from a commercial reality. One lays this book down feeling that television certainly will be realized on an ample scale within the present generation, yet wondering when and how it will come—so diverse are the paths of experimentation being pursued by various laboratories and so theoretical are most of the viewpoints.

Nevertheless, this book offers perhaps the first handy chronology of the development of radio from the year 640 B.C., when Thales of Miletus noticed that amber after being rubbed attracts straws and other light objects, to Marconi's ultra-short wave experiments in Italy early this year, that it is an exceedingly valuable reference work. Its chapter on "tiny waves that see," the ultra-high frequencies to which most engineers look for the ethereal pathways of television, is informative and comprehensive. There is an index to the book that renders it invaluable for quick reference.

THE RUDY VALLEE of the British Isles takes his pen in hand (or maybe it's a typewriter) and bares every detail of his life and career for his horde of eager admirers in "This is Jack Payne," written "By Himself" (Sampson Low, 100 So. Newark St., London). Presumably the idol of thousands, Mr. Payne is a featured popular orchestra conductor heard over the British Broadcasting System and on the stage. The biography is of the Horatio Alger type but done with less modesty and restraint.

XUM

We Pay Our Respects to—

THADDEUS HAROLD BROWN

WHEN the Radio Commission a few days ago absorbed the Radio Division of the Department of Commerce, with its field force of 190 and its branch offices scattered over the country, the task of supervising and reorganizing that far-flung service was delegated to Colonel Thaddeus Harold Brown by unanimous vote of his colleagues. There was no dispute about the assignment, for Commissioner Brown had previously proved his mettle as an organizer, administrator and executive.

It was only five months ago that Col. Brown ascended to a commissionership. His promotion followed two years' service as the Commission's general counsel. Those two years were crammed full of activity, and the success the Commission has attained in its litigation is attributed largely to Col. Brown's ability as organizer and executive of its Legal Division. Picking the right men for the right jobs seems to be his forte. His chief lieutenant as general counsel—Duke M. Patrick—has since succeeded to the helm of the Legal Division, and is carrying on the administrative policies of his predecessor

By virtue of its absorption of the Radio Division, as ordered by Congress and President Hoover, the Commission is now more than doubled in size and personnel. More than one-half of the organization falls under the aegis of Col. Brown, since, in addition to his supervision of the newly organized Division of Field Operations (the former Radio Division), he also is in supervisory charge of the Examining Division. William D. Terrell, chief of the new Division of Field Operations, and former director of the Radio Division, is directly responsible to Col. Brown. These two officials now are working out reorganization plans for the field service. Chief Examiner Ellis A. Yost, similarly, is responsible to Col. Brown.

Col. Brown's rise in radio has been meteoric. Appointed to the Commission as general counsel Dec. 14, 1929, in succession to Bethuel M. Webster, Jr., who had resigned, he was practically a newcomer in the radio field. Some years before he had been interested in a radio station at Cleveland but had not been engaged in its active management. He assimilated a knowledge of radio in an amazingly short time. When Judge Ira. E. Robinson, of West Virginia, resigned his second zone portfolio last January, Col. Brown, a native of Ohio, was considered the logical successor. He was sworn into office March 28 after a rather rigorous confirmation battle in the Senate.

Col. Brown is a likely choice for the post of Commission chairman, in succession to Maj. Gen. Charles McK. Saltzman, who resigned July 19. He is a Republican, along with Commissioner Harold A. Lafount of Utah. Both are eligible, but the election of a chairman will await the appointment by President Hoover of the successor to General Saltzman.

Born in Lincoln Township, Morrow County, O., Jan. 10, 1887, Col. Brown is an alumnus of Ohio Wesleyan University, class of 1909, and of the Ohio State University law school in 1912. He was a classmate at Ohio State of Senator Dill, (D.) Washington, co-author of the Radio Act. He was admitted to the bar in Ohio in 1912 and maintained his residence in Columbus.

While attending law school, Brown served as journal clerk of the Ohio House of Representatives. He practiced law in Columbus from June, 1912, to July 13, 1917. He enlisted in the Army on April 3, 1917, several days before the World War was declared and was commissioned a captain June 12. Following his discharge in February, 1919, he was commissioned a major in the reserves and later was appointed a major in the Judge Advocate General's Reserve Corps. He now holds a commission of lieutenant colonel in that branch.

Resuming practice of law in Columbus following his Army discharge, he was appointed a member of the State Civil Service Commission on Feb. 1, 1920, and served until Dec. 15, 1922. He was elected Secretary of the State of Ohio in November, 1922, and entered that office in January of the following year. He was reelected in November, 1924, and continued in that office until Jan. 10, 1927. In 1926, he was a Republican candidate for nomination for governor, but was defeated in the primaries.

Col. Brown then resumed practice of law in Columbus until September 13, 1929, at which time he was appointed chief counsel of the Federal Power Commission. He served at that post until his appointment as general counsel of the Radio Commission on Dec. 16, 1929.

High in administration affairs, Col. Brown had the privilege of announcing Herbert Hoover's candidacy for the Republican nomination in 1928. He made public a letter he had received from the then Secretary of Commerce, setting forth Mr. Hoover's willingness to run in the Ohio primaries. This formally signalized the start of the Hoover presidential campaign.

Col. Brown married Marie Thrailkill on Nov. 10, 1915. They have one son, Thaddeus, Jr., born Sept. 7, 1916. Thad, Jr., now is attending Columbus Academy, at Columbus.

Always active in social, fraternal and civic affairs, Col. Brown is a member of the American Bar Association, the executive council of the Federal Bar Association and executive council of the International Committee on Radio. He is a charter member of Franklin Post No. 1, American Legion of Ohio, and is a past commander of the post. He also is a member of the 40 Hommes et 8 Chevaux. He is a thirty-second degree Mason and a member of the Presbyterian Church. His college fraternities are Phi Kappa Psi, academic, and Phi Delta Phi, legal. He is a member of the Ohio Society of New York, the Union Club of Cleveland, the Columbus Athletic Club, the Sojourners, Columbus Country Club and Faculty Club of Ohio State University. His hobbies are fishing and horseback riding.

PERSONAL NOTES

JOHN HENRY, general manager of KOIL, Council Bluffs-Omaha, announces the following appointments to its commercial staff: Ray Broholm, formerly with Broholm and Stevens, Omaha advertising agency; Miss Sarah Fitzgerald, formerly with the OMAHA BEE-NEWS, and Miss Frances McNei, formerly with KSTP, St. Paul.

U.S. SENATOR C. C. DILL left Washington by plane July 14 for his home in Spokane, Wash. He may return East in August to participate in the campaign for Roosevelt.

JOHN W. GUIDER, Washington radio attorney, is spending his vacation at Littleton, N. H., with his family. Regular operations of his office, however, are being carried on from that place. He will return to his office in Washington about Aug. 15 or Sept. 1.

EARL G. THOMAS, formerly with CBS and the World Broadcasting System, has been appointed vice president in charge of the radio division of Hampton, Weeks & Marston, Inc., New York agency.

J. M. GILLIAM is now general manager of KFDM, Beaumont, Tex., succeeding J. D. Hensley. Mr. Gilliam has leased the station from the Magnolia Petroleum Co. and has been operating it since May 1.

LOUIS G. CALDWELL, Washington radio attorney, sailed for Europe on the S. S. Bremen July 27 to attend the International Congress of Cooperative Law at The Hague, Aug. 2-6, and the International Radio Conference at Madrid, starting Sept. 3. At the former meeting he will read a paper on "International Protection of Broadcasting Property" dealing with program piracies. At Madrid he will represent the NAB. He will first join his family, now at Juan les Pins, France.

PAUL M. SEGAL, Washington radio attorney, sails for Europe aboard the S. S. Roosevelt Aug. 17, accompanied by Mrs. Segal, to attend the international Radio Conference at Madrid, beginning Sept. 3. He will be abroad for six weeks, representing the American Radio Relay League at the conference. In his absence, George S. Smith, who recently left his post as chief of the Radio Commission's License Division, to become associated with Mr. Segal, will handle the radio practice.

G. COLBY BLACKWELL, formerly assistant secretary of the Radio Commission, later with various stations in New York and New England, has joined the commercial staff of WWVA, Wheeling, W. Va., which is now managed by Leigh Ore, formerly with WLBW, Oil City, Pa., and later with WJSV and WOL, Washington.

DR. WALTER THORNTON, former general manager of the Los Angeles Community Chest and a professor of economics at Occidental College, has been appointed assistant general manager of KELW, Los Angeles, succeeding Miss Iris Parker, resigned.

FRANK BISHOP, for the last three years with Gene O'Fallon as director of KFEL, Denver, has joined KVOR, Colorado Springs, as manager, succeeding Raymond Beckner.

EXECUTIVES of WBZ and WEEI, Boston, engaged last month in their annual golf match at Rockport, Mass., and the WBZ team was victorious. WBZ was represented by Walter Myers, manager, and Babe Norris, commercial manager, and the WEEI team was composed of Charles Burton, manager, and Earl Jones, operator.

H. M. MEACHAM has been named manager of WPHR, Petersburg, Va., with Riddick E. Hargrave as commercial manager and W. L. Davis as chief technician. Ed Schwarz is engineer in charge of operations. The announcing staff consists of Eric Lund, Robert Moody and Ben Allen.

LLOYD E. YODER, head of NBC's press department in San Francisco, is spending two weeks in Los Angeles on a combined business and pleasure trip. Among other functions he was to attend the athletic directors meeting in Pasadena July 30 where the broadcasting of football games was to be discussed.

KENNETH CARNEY, formerly president of the Kenneth Carney Agency, San Francisco, has joined the program and continuity staff of NBC in San Francisco.

JOHN SWALLOW, former general manager of KFAC and KFVD, Los Angeles, has been signed as radio manager of RKO. His first assignment was the staging of the new "Hollywood Hour" for RKO over an NBC network keyed from KFI, Los Angeles, which started July 23.

RALPH WONDERS, head of the CBS artists bureau, will go to Chicago about Aug. 1 to reorganize the branch there.

H. A. HUTCHINSON has resigned as manager of KVOO, Tulsa, and has been succeeded by William B. Way.

JACK JONES, formerly in radio in Cleveland, has been appointed to succeed William F. Copeland, resigned, as manager of WHBC, Canton, O.

RALPH BRUNTON is back at his managerial desk of KJBS, San Francisco, after three weeks in the Northwest.

XUM

BEHIND THE MICROPHONE

TONY CABOOCH, in private life Chester J. Gruber, is now appearing at WLW, Cincinnati. For the last three years this popular impersonator, heard on CBS, has been performing in the studios of KMOX, St. Louis.

EDWIN C. HILL, for 22 years star reporter on the NEW YORK SUN, on July 19 started a series of broadcasts over CBS. His talks, at 8 p. m., EDST, Tuesday, Thursday and Saturday, deal with current events.

ALLAN RICHARDS, formerly of New York, is now a featured soloist on the Shepard Musical Sketchbook, broadcast every night except Sunday over WNAC, Boston, and the Yankee Network.

A MALE CHORUS, composed entirely of staff members is being organized by WHK, Cleveland, under the direction of Vincent H. Percy, staff organist, who will serve as leader, arranger and accompanist. Prospective members include Carl Everson, Rocky Austin, Stanley Babington, Fred Meckelnburg and Deane S. Kintner, the latter publicity director. The chorus is the idea of Martin Bowin, day manager of WHK.

JACK BALDWIN is now heard over KDB, Santa Barbara, Cal., in a piano solo and novelty act.

TED COOKE, program director for KDB, Santa Barbara, Cal., recently married Miss Zoe Patterson, of Washington, at the First Christian Church of Santa Barbara. Herb Witherspoon, KDB manager, gave the bride away. Bob Moody, Ralph Priest and Fave Reid, all of the station staff, were present. The couple took a wedding trip to Los Angeles.

THE GEORGIA WILDCATS, discovered for radio by Lambdin Kay, of WSB, Atlanta, and heard subsequently on WLW, KDKA, WTAM, WGAR and WCKY, have been engaged by WHK, Cleveland, for four weekly appearances. They are Clayton McMichen, Hoyt Bryant, Johnny Barfield and Pat Berryman.

JACK FITZPATRICK, for the last three years announcer at KGHF, Pueblo, Colo. has joined KVOR, Colorado Springs, as chief announcer.

BORN, to Fred Neil Cooper, announcer at WORK, York, Pa., and Mrs. Cooper, a boy, Frederick John Cooper, 3rd, July 2.

MAX VINSONHALER, director of dramatics at KOIL, Council Bluffs-Omaha, has been promoted to production manager.

BORN, to Vic Whitman, continuity writer at WEEI, Boston, and well-known magazine writer, and Mrs. Whitman, their first daughter, July 8.

MRS. JOHN C. MARTIN, wife of the general manager of the Curtis-Martin newspapers (PHILADELPHIA PUBLIC LEDGER and NEW YORK EVENING POST) has been delivering a series of talks over WLIT, Philadelphia, sponsored by the Women's Medical College of Pennsylvania.

RICHARD HOCK, announcer and staff xylophonist of WORK, York, Pa., married Miss Beatrice Eichelberger, of York, July 2.

MABEL JACKSON, lyric soprano, is back at WLW, Cincinnati, after an absence of two years in New York, where she was heard over both the NBC and the CBS networks. She may now be heard Sundays at 4 p. m. and Tuesday and Saturday at 9:30 p.m.

CLIFF EDWARDS, better known as "Ukelele Ike," has been signed by CBS and is now heard every Tuesday and Thursday at 7 p.m., EDST, over the CBS network, accompanied by Nat Brusiloff's orchestra.

THIRTY San Francisco radio artists were guests July 20 of the 21st annual rodeo staged at Salinas, Cal. Headed by Lloyd E. Yoder, of the NBC press department, the group attended the affair in a body and made a gala day of it. Among the visitors were John and Ned, Lucille Kirtley, Estelle Loveland, the Cheer Leaders, Elizabeth Frellson, Arnold Maguire, Louise Gale, Murray and Harris, Arthur Ward, Reed Givens, Sid Goodwin, Glenhall Taylor, Annette Hastings, Pat Buckman, Lea Vergano, J. Clarence Myers, Eddie Murphy, John Woodburn and others, representing NBC, KFRC, KJBS, and KTAB.

ROBERT BROWN, Chicago NBC announcer, detailed to broadcast crowning of Cherry Queen at Traverse City, Mich., had his pockets picked of $85 expense money, and fell in the water with all his clothes on while fishing. His car was stolen just before he was to take the trip. Mr. Brown left Chicago July 30 for a three-week trip to the Pacific Coast.

NORMAN ROSS, baseball announcer of WIBO, Chicago, was rushed by plane to the bedside of his mother in Portland, Ore., just before she died last month.

MYRTLE VAIL, actress and author of the Wrigley Myrt and Marge sketches, is vacationing in Lac du Flambeau reservation, Wisconsin, until resumption of the CBS series at the end of August.

EDWIN FRANKO GOLDMAN, noted brass band conductor, has signed an exclusive management contract with NBC Artists Service. Many of his summer concerts are now being carried over the NBC network.

LOTTIE LAWSON, member of the sisters duo of WCAE, Pittsburgh, will become the bride of Pete Weldy, member of WCAE Orchestra Aug. 3.

JIMMIE BISHOP, formerly with WIOD, Miami, Fla., is now conducting the Top-of-the-Morning Club over WMAZ, Macon, Ga.

THE MUSICAL VAUGHNS, heard over KGIZ, Grant City, Mo. since last January, on Sept. 1 open an engagement over KFEQ, St. Joseph, Mo.

HARDISTY JOHNSON, Los Angeles tenor, has joined the KHJ Male Quartet, sometimes known as the Bachelors.

BYRON MILLS has resigned as announcer for NBC in San Francisco.

BILL HAY, announcer at WMAQ, Chicago, heard regularly with Amos 'n Andy, has returned to the microphone following a vacation with Mrs. Hay in the Canadian Rockies and Alaska.

ANSON WEEKS and his broadcasting dance band of the Hotel Mark Hopkins, San Francisco, have shifted from KFRC and the Don Lee network to NBC for nightly remote controlling.

THELMA MURPHEY has been appointed program director of WKBN, Youngstown, O., succeeding Mrs. Irma B. Braden, resigned.

IN THE CONTROL ROOM

EMORY H. LEE, formerly assistant radio supervisor for the Department of Commerce at New York, has been transferred to Detroit as radio supervisor, succeeding S. W. Edwards, who has left the service. Jesse E. Brown, formerly acting supervisor at Detroit, has been assigned to New York.

BIRTHS reported during the last few weeks by members of the operating staffs of NBC: to Mr. and Mrs. H. M. Gabrielson, a girl; to Mr. and Mrs. R. E. Shelby, a girl; to Mr. and Mrs. L. A. Looney, a girl, and to Mr. and Mrs. J. R. Carey, a boy.

HOWARD CAMPBELL, an engineer with the early WWJ, Detroit, later with Bell Laboratories and WLS, Chicago, has been appointed technical director of WHAS, Louisville. He joined that station July 1. after spending two years as head of the Pathe Pictures sound studios in Paris, France.

OPERATORS of WCAE, Pittsburgh, cannot follow custom in signing reports with initials for those at the studios control are Scott, Saviers and Scatterday; and those at transmitter are H. L. Bixbee, Sr., William Boher; Richard Bower; and H. L. Bixbee, Jr. Harold Holland is another engineer.

BOB MOODY, chief engineer of KDB, Santa Barbara, Cal., revealed unsuspected talents recently when he stepped into a breach to fill a role in a skit needing a woman's voice. Moody not only showed a high soprano but displayed real histronic ability.

Lapel Mike on Capitol Hill

Frederic William Wile Interviews Members of Congress for CBS While Walking Through Lounges

Mr. Wile

THE LAPEL microphone, which made its political debut at the Democratic convention, appeared for the first time on Capitol Hill July 15 in the hands of Frederic William Wile, CBS political analyst, who used it in interviewing four Senators, 14 Representatives and a member of the press gallery.

Walking through the lounges of the Capitol with the tiny instrument attached to his coat, Mr. Wile carried on informal conversations with the more prominent men he encountered. The interviews were carried over the CBS network.

Those interviewed were Senators Tom Connally, of Texas; Hiram Bingham, of Connecticut; Edward P. Costigan, of Colorado, and Otis Glenn, of Illinois; Representatives LaGuardia, of New York; Woodrum, of Virginia; Bachrach, of New Jersey; Britten, of Illinois; Rankin, of Mississippi; Treadway, of Massachusetts; Doughton, of North Carolina; Strong, of Kansas; Cochran, of Missouri; Shreve, of Pennsylvania; Hull, of Illinois; Patman, of Texas; Bloom, of New York, and majority leader, Henry T. Rainey, of Illinois.

The press gallery representative who spoke over the network is John Snure, Washington correspondent of the NEW YORK HERALD-TRIBUNE. All the speakers gave varying impressions of what Congress had or had not accomplished during the session just adjourned. The appearance of the lapel "mike" in the halls of Congress is believed by many to forecast an early introduction of microphones to carry regular Congressional debates direct from the Capitol to the country via radio.

116 Stations Fail To Stay on Waves

278 Make Honor Roll on Eve Of 50-Cycle Deadline

MEASUREMENTS made by the Radio Division, Department of Commerce, during June but not later than June 21, revealed that almost 30 per cent of the stations were still deviating in excess of the 50 cycles set as a limit, effective June 22. Considerable improvement over records of previous months was shown, however.

Of the 394 stations checked, 278 or 70.6 per cent stayed within the 50 cycles, 59 or 14.9 per cent deviated between 50 and 100 cycles, 24 or 6 per cent were between 100 and 200 cycles, while 33 or 8.5 per cent exceeded their assigned frequencies by more than 200 cycles.

Those in the first class, complying with the new regulation, follow:

KDKA, KDYL, KECA, KELW, KERN, KEX, KFAB, KFAC, KFBK, KFBL, KFDM, KFEQ, KFH, KFI, KFJI, KFJR, KFKX-KYW, K OR, KFOX, KFPY, KFRC, KFRU, KFSD, KFSG, KFUO, KFVD, KGA, KGBZ, KGCX, KGER, KGEZ, KGFJ KGGF, KGHL, KGIW, KGIZ, KGO, KGW, KHJ, KHQ, KICK, KIT, KJBS, KJR, KLX, KLZ, KMA, KMBC, KMED, KMJ, KMLB, KMO, KMOX, KMPC, KMTR, KNX, KOA, KOAC, KOH, KOIN, KOL, KOMO, KOY, KPO, KPPC, KPRC, KQW, KRE, KRKD, KRLD, KROW, KRSC, KSAC, KSCJ, KSD, KSEI, KSL, KSOO, KSTP, KTAB, KTAR, KTBR, KTBS, KTHS, KVOA, KVOO, KWG, KWJJ.

KWK, KWKH, KXL, KXO, KXRO, KYA, WAAB, WAAF, WAAT, WAAW, WABC-WBOQ, WADC, WAIU, WAPI, WASH-WOOD, WAWZ, WBAL, WBAP, WBBL, WBBM-WJBT, WBEN, WBIG, WBMS, WBRC, WBSO, WBT, WBTM, WBZ-WBZA, WCAC, WCAE, WCAH, WCAJ, WCAO, WCBA, WCBM, WCCO, WCFL, WCKY, WCMA, WCSH, WDAE, WDAF, WDAY, WDEV, WDOD, WDRC, WDSU, WEAF, WEAN, WEBQ, WEDC, WEEI, WEHC, WENR, WEVD, WEXL, WFAA, WFBG, WFBL, WFBM, WFBR, WFEA, WFIW, WFLA-WSUN, WGAR, WGBB, WGBF, WGCM, WGES, WGH, WGN-WLIB, WGR, WGST, WGY, WHAM, WHAS, WHAT, WHAZ, WHB, WHDH, WHEC, WHK, WHN, WHO, WHOM, WHP, WIBG, WIBO, WIBW, WICC, WILM, WINS, WIP-WFAN, WIS.

WJAG, WJAR, WJAS, WJAY, WJBK, WJBW, WJBY, WJJD, WJSV, WJTL, WJW, WJZ, WKAR, WKBB, WKBC, WKBF, WKBN, WKRC, WKY, WLAC, WLAP, WLBX, WLBZ, WLEY, WLIT, WLS, WLVA, WLW, WLWL, WMAL, WMAQ, WMBC, WMBD, WMBG, WMBI, WMBQ, WMBR, WMMN, WMPC, WMSG, WMT, WNAC-WBIS, WNAX, WNBF, WNBH, WNBR-WGBC, WNJ, WOAI, WOC, WODA, WODX, WOI, WOKO, WOL, WORC-WEPS, WOV, WOW, WOWO, WPAP-WQAO, WPEN, WPG, WPER, WPRO-WPAW, WPTF, WQAM, WQDM, WRAX, WRBL, WRC, WRDO, WREN, WRHM, WRUF, WRVA, WSAZ, WSB, WSEN, WSFA, WSIX, WSM, WSMB, WSPD, WSUI, WTAG, WTAM, WTAR-WPOR, WTEL, WTFI, WTIC, WTJS, WTMJ, WTOC, WWJ, WWNC, WWSW, WXYZ.

Dr. Fessenden Dead

DR. REGINALD A. FESSENDEN, pioneer radio inventor, died at his home in Bermuda, July 22, at the age of 65. Dr. Fessenden, who retired to his Bermuda estate about five years ago, was reported to be working on the elimination of static when he passed away.

KFPW, Fort Smith, Ark., was authorized by the Radio Committee July 22 to operate with 100 watts, unlimited time on 1210 kc. It previously had operated on 1340 kc. with 50 watts daytime only.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KOIL, Council Bluffs-Omaha, is profiting this summer with "KOIL Klassifieds," small announcements, written like classified ads in the newspapers, presented on the air in a continuity chatter between two man-and-wife characters, "Vic and Vi." Theme song is "Now's The Time to Fall In Love" —the words part, "Potatoes are cheaper, etc." Price is 5 cents a word, collections are made weekly by mail, and solicitation is entirely by mail, by a girl experienced in a newspaper office. The "Klassified" periods are fifteen minutes long, and timed variously during the day. The telephone numbers mentioned in the ads are repeated, at no extra charge. The announcer says, at the outset, that the theme song will be played long enough "for you to get your pencils to jot down phone numbers."

WMAQ, Chicago, reports signing the Dr. C. H. Berry Co., Chicago (Kremola face cream) for one 15-minute program weekly with Neysa Smith, dietician, as talent. Account handled direct. WMAQ reports also signing Illinois Commercial Men's Association for two 15-minute periods, Mondays and Wednesdays, at 9:45 p.m., CDST. Programs to be dramatic with organ, and intended to stimulate membership. Stack-Goble Advertising Agency, Chicago, placed the account. Two Chicago department stores, Maurice L. Rothchild and The Fair, have signed for spot announcements in WMAQ daytime programs.

ORANGE CRUSH (beverage) has signed for the baseball broadcasts by Norman Ross over WIBO, Chicago, effective immediately. Account handled direct. Nu-Grape (beverage) signed by WIBO for harmony duo and orchestra program.

MAHRAJ (Oriental adventure tales) has been placed on two Chicago stations for Princess Pat (cosmetics) by Critchfield & Company—WBBM Fridays and Sundays at 8:45 p.m., and WLS, Mondays, Wednesdays and Fridays at 2:30 p.m., CDST.

H. FENDRICH, Inc., Evansville, Ind., (Charles Denby cigars) is sponsoring Pat Flanagan's Sport Hunches immediately preceding baseball broadcasts on WBBM, Chicago. Program made up of personal news about players. Account placed by Mitchell, Faust, Dixon and Wieland, New York.

AUSTIN, NICHOLS & Co., of Brooklyn, (Sunbeam Food Products), has contracted for a 40-week series on WOR, Newark. The program will occupy a 15-minute Tuesday morning period. Albert Frank & Co., New York, handles the account.

CHIC AMERICAN Distributing Co., New Brunswick, N. J., (Chic Herb Tea), has contracted with WIP-WFAN, Philadelphia, for participation in the MAGAZINE OF THE AIR daily for 52 weeks.

POPSICLE SERVICE, Inc., New York, (frozen confection) and Warren & Arthur Smadbach, Inc., New York, (real estate), are new accounts on WOR, Newark, N. J. The accounts were placed directly.

THE JACKSON FURNITURE Co., in business at Oakland, Cal., for more than 40 years, recently started a series of transcriptions on KTAB, San Francisco. The account is handled by Frank Wright and Associates.

NEW ACCOUNTS on WLTH, Brooklyn: Dr. Posner's Shoes from Brooklyn Strand Theater, Saturday, 10 a.m. to noon; Dr. Benedict Lust, father of Naturopathic Association, half hour health talks twice weekly for 17 weeks; Coward Shoe Co., New York and Boston, Yiddish hour on Monday.

WNAC, Boston, reports L. P. Rogers and Son C. (furriers) started series July 29 with George Mahoney (Hill Bill George), Friday 7:30 p.m., EDST, through Salinger and Publicover, and I. J. Fox Fur Co. has renewed contract for Earle Nelson program thrice weekly through Rooney Agency.

LOCAL accounts which are proving successful on WMAZ, Macon, Ga., are the Dannenberg Co., Macon's largest department store, the Dr. Pepper Bottling Co. and three Macon laundries. The store offers musical program interspersed with announcements on special sales; the bottling company presents similar program interspersed with bulletins on national baseball games. One laundry sponsors time signals, another weather forecasts and the third a dance orchestra (transscription).

NATIONAL ACCOUNTS on KSL, Salt Lake City, include Folger Coffee Co., San Francisco; Union Pacific Stages, Los Angeles; Continental Baking Co., New York; Shell Oil Co., San Francisco; Affiliated Products Co., Chicago; Dinnerette Food Products Co., Ogden, Utah, and General Mills, Minneapolis.

FREDERICK STEARNS & Co., Detroit, (Astring-o-sol) is sponsoring a Little Revue, including a number of station stars, over WJR, Detroit, each Monday, Wednesday and Friday at 6:45 p.m.

E. GRIFFITH HUGHES Co., Rochester, (Kruschen Salts) has started a year's program, starring Bud Collier, over WABC, New York, daily except Sunday at 8:30 a.m., EDST. Harold D. Frazee handles the account.

CURTICE BROS., Rochester (tomato juice and catsup) have taken time over WINS, New York.

NETWORK ACCOUNTS

CREAM OF WHEAT Corp., Minneapolis, (cereal) has renewed Angelo Patri program, Sunday and Wednesday, over CBS and Don Lee networks through J. Walter Thompson Co., Chicago. New contract starts Sept. 7.

WILKENING MANUFACTURING Co., Philadelphia (Pedric piston rings) on Aug. 15 starts "Unsung Heroes," orchestra and dramatic sketch, over 7 CBS stations, Monday, 10:15 p.m., EDST. Behel & Waldie, Chicago, handles the account.

BEST FOODS, Inc., New York, (Nucoa) on July 15 renewed cooking school program with Ida Bailey Allen on 10 CBS stations, Friday 11:30 a.m., EDST. Benton & Bowles handles the account.

WYETH CHEMICAL Co., New York, (Jad Salts) has renewed contract, effective Sept. 13, for Aunt Jemima Songs on CBS network. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

LEHN & FINK PRODUCTS, Inc., New York, (toilet articles) has renewed contract, effective Aug. 16, for "Stories of the Living Great" on CBS network, Tuesday, 11:15 a.m., EDST.

THE HECKER H-O Co., Inc., Buffalo, N. Y., (cereal manufacturer) has announced a new radio program to be broadcast thrice weekly over a CBS network beginning Monday Sept. 26. The program, to be called the H-O Rangers, will be a series of cowboy script acts primarily designed for a juvenile audience, and will be heard every Monday, Wednesday and Friday for 13 weeks, from 5:00 to 5:15 p.m., EST, and likewise PST. Broadcasts for an eastern network will originate in the Buffalo link of the Columbia chain, and will be received through the following stations: WOKO, either WAAB or WNAC, WGR, WHK, WDRC, WABC, WCAU, WEAN, WHEC, WFBL, WLBZ, WFEA, and WORC. The same program, with a separate cast of actors, will originate in KHJ, Los Angeles, from 5:00 to 5:15 p.m., PST, and will be broadcast through the following Pacific Coast stations: KHJ, KGB, KFRC, KOL, KFPY, KERN, KMJ, KFBK, KDB, KWG, KVI, and possibly KOIN.

ALLEN-A Co., Kenosha, Wis., (hosiery) will resume its suspended "Beau Bachelor" program on 33 CBS stations some time in September. William H. Rankin Co. handles the account.

A. C. GILBERT Co., New Haven, Conn. (Erector toys) on Oct. 30 will start a semi-dramatic skit over the NBC-WEAF network with the Northwestern and Orange group added, together with KFSD, KTAR, KOA and KSL, Sundays, 5:45-6:00 p.m., EDST. Charles W. Hoyt Agency, New York, handles the account.

HILLS BROS. Co., New York (Dromedary dates) on Step. 26 will start the "Dromedary Caravan," a dramatic sketch, over the NBC-WJZ network with Northwestern, Mountain and Orange groups added, Monday, Wednesday and Friday, 5:15-5:30 p.m., EDST. Cecil, Warwick & Cecil, New York, handles the account.

THE BANK OF AMERICA'S "Back to Better Times" program went off NBC, San Francisco, last week with A. P. Giannini making a personal appearance on the final program. Giannini told radio people his organization had been aided much by broadcasting and said there was a possibility of returning to the air later in the year.

ARTHUR TRACY, the Street Singer, has been engaged to appear twice weekly in the Chesterfield program on CBS. He will be heard Tuesday and Friday at 10 p.m., EDST.

AGENCIES AND REPRESENTATIVES

MANN HOLINER is now head of the radio department of the Federal Advertising Agency, Inc., 444 Madison avenue, New York, and also program director. He is assisted by Donald Bryant, who has charge of the detail work in connection with radio programs.

FULLER & SMITH & ROSS, Inc., 49 West 45th St., New York, handles radio accounts of: Hawaiian Pineapple Co.; Hotels Statler Co., Inc.; Westinghouse Electric & Mfg. Co. P. H. Pumphrey is manager of radio department.

GALE & PIETSCH, Inc., 333 No. Michigan Avenue, Chicago, places radio advertising for Carson, Pirie, Scott & Co., and Hamlins Wizard Oil Co. M. A. Kanealy heads the radio department.

GAMBLE & COMPANY, Ltd., 20 No. Wacker Drive, Chicago, places radio accounts for Halsey, Stuart & Co. A. H. Thremann is in charge of radio department.

JAMES A. GREENE & COMPANY, 816-821 Glenn Bldg., Atlanta, Ga., handles radio accounts of: American Bakeries Company; Nehi Inc.; Norris & Co.; J. Allen Smith & Co.; Southern Spring Bed Co.; Tom Huston Peanut Co.

GEYER COMPANY, 3rd National Bank Bldg., Dayton, O. places radio advertising for Lowe Brothers and Dayton Rubber Mfg. Co. W. J. Shine heads the radio department.

L. S. GILLHAM COMPANY, Inc., 223 Continental Bank Bldg., Salt Lake City, Utah, handles radio accounts of: Clover Leaf-Harris Dairy; Inter-State Fidelity Building & Loan; Royal Baking Co.; Sego Milk Products Co.; Utah Oil Refining Co.; Walker Bank & Trust Co.; Purity Biscuit Co.; Western Creamery Co.; Sweet Candy Co.; Colonial Holding Corp.

RAY K. GLENN - ADVERTISING, 1330 First National Bank Bldg., Oklahoma City, Okla., places radio advertising for: Cain's Inc.; Eason Oil Co.; Gold Medal Flour Co. of Oklahoma; Kool Kooshion Mfg. Co.; Oklahoma Gas and Electric Co.; Hess & Jess Thompson.

GOTHAM ADVERTISING Co., 250 Park Avenue, New York, handles radio accounts of: National Sugar Refining Co.; Toddy Inc.; Yuban, Inc. D. D. Sutphen, Jr., is in charge of radio department.

DON BURNHAM, associated with Faxon, Inc., Chicago agency which has gone into voluntary bankruptcy, has joined Schweizer-Steitz Co., Chicago, as radio account executive.

GREEN, FULTON, CUNNINGHAM Co., Chicago, announces the appointment as account executives of F. P. Wagener, F. E. Duggan and Wendell Walker, formerly with Faxon, Inc. They will handle the following accounts using radio as well as other media: Prima Co., Chicago; William Cooper & Nephews, Inc., Chicago; Kenton Pharmacal Co., Covington, Ky.; D. D. D. Corp., Batavia, Ill., and Nurito Co., Chicago.

THE ENTIRE advertising program of the U. S. Rubber Company has been placed with Campbell-Ewald Co., Detroit.

WILLIAM G. RAMBEAU, radio advertising representative at 360 No. Michigan Ave., Chicago, announces his appointment as representative of WBEN, Buffalo. The other stations he represents are WHK, Cleveland; WFAA, Dallas; KMBC, Kansas City; CKOK, Windsor, Ont.; KDYL, Salt Lake City; WBT, Charlotte; KFPY, Spokane, Wash., and KFH, Wichita, Kan.

BEHEL & HARVEY, Inc., Chicago agency, has changed its name to Behel & Waldie, Inc., representing W. V. Behel, Jr., and Benjamin D. Waldie. The agency handles various radio accounts.

AUSTIN, NICHOLS & Co., New York, wholesale grocery account, has placed its advertising in the hands of Albert Frank & Co., New York.

PROSPECTS

GENERAL BAKING Co., New York, (Bond Bread) makes up lists during September and February, using radio as well as other media. Batten, Barton, Durstine & Osborn, Inc., New York, handles the account. Annual appropriation estimated at $1,300,000.

RADIO will be used along with posters by the Malted Cereals Co., Burlington, Vt., (Maltex cereal) in an advertising campaign. Samuel C. Croot Co., New York, places the advertising.

STATION NOTES

WSBC, Chicago, has transferred its studios from the New Southern Hotel, south of the loop, to the quarters of Commercial Broadcasters, Independent producers in the Mallers Building, in the loop. Commercial Broadcasters is operated by M. F. and Dave Edelson. Operating personnel of the station is Joseph Silverstein, president; Jerry Sullivan, director and announcer, who is finishing his sixth year with the station, and N. Shalin, commercial manager. Change gives Commercial a permanent outlet and WSBC a loop location.

A PROGRAM celebrating the tenth anniversary of WNAC, Boston, was scheduled for July 31 over CBS, featuring a new composition "Tenth of a Century March" by Charles R. Hector, musical director of the Yankee Network, who directed the orchestra.

NINE GEORGIA stations were linked into a special network by Rep. Charles R. Crisp (D.) of Americus, Ga., in starting his campaign July 12 for reelection to Congress.

ROBERT HARDING, who recently joined the announcing staff at WIP-WFAN, Philadelphia, is presenting a series of piano programs under the title of "Piano Pictures."

KDYL, Salt Lake City, is offering 12 free vacation trips through the "Kangaroo Club," its organization of children-listeners with a membership of more than 30,000.

A MOCK political convention, in which Miss Prosperity was nominated for the presidency over Old Man Depression after spirited balloting, featured the tenth anniversary of WJAG, Norfolk, Neb., July 17. Testimonials to Gene Huse, pioneer broadcaster, were offered by his friends, and an array of Nebraska talent paraded before the microphone throughout the day.

WILLIAM BENNING, musical director of WTMJ, directed a special program over an NBC network celebrating the fifth anniversary of WTMJ, shortly after midnight July 25. The station originally was opened as WKAF in April, 1927. Niles Trammell, NBC Chicago vice president, spoke during the program.

A PRESIDENTIAL poll has been inaugurated by Guy C. Earl, Jr., president of KNX, Hollywood. Listeners are urged to cast a straw vote for either Hoover or Roosevelt. Last fall a similar poll on nominations resulted in the selections of the present candidates.

CKOK, Detroit - Windsor, received 13,962 pieces of mail the first 14 days the station was on the air. Many letters were from DX fans.

NEW STUDIOS of KFBI, formerly KFKB, Milford, Kan., were opened in Abilene, Kan., with special programs during the week of July 11. Director of the station is J. Buryl Lottridge, formerly an entertainer on WHO, Des Moines, and WLIB and WLS, Chicago, later on the managing staffs of KCRC, Enid, Okla., and KFH, Wichita. The announcing staff includes Cecil Holman, also a continuity writer, George Wilkes and Fred Wiengarth. K. W. Pyle is chief engineer, and John Allen and Calvin Miller are operators.

Washington Visitors*

C. W. Burton, WEEI, Boston
Ted Husing, CBS, New York
John Gillin, Jr., WOW, Omaha
John Henry, KOIL, Council Bluffs
F. P. Manchester, WAAW, Omaha
C. E. Tuttle, Jack Kahn and Father M. M. Tennessen, Red Oak, Ia.
George W. Trendle, Harold O. Pierce, Edward L. Warner and J. I. Bell, WXYZ, Detroit
H. J. Brennen and Robert M. Thompson, WJAS, Pittsburgh
Credo Harris, WHAS, Louisville, Ky.
John V. L. Hogan, New York
Frank Falknor, Chicago
Edgar Felix, New York
P. J. Hennessey, Jr., NBC, New York
H. H. Yoemans, Athens, Tenn.
Clarence Juneau and W. A. Sherwin, KTM, Los Angeles
Bob Kaufman, KELW, Burbank, Cal.
J. M. Heaton, KGIX, Las Vegas, Nev.
C. R. Cummins, WRAK, Williamsport, Pa.
W. G. H. Finch, Hearst Radio Stations, New York
Loyd Briggs, RCA, New York
J. H. Ryan, WWVA, Wheeling, W. Va., and WSPD, Toledo
Herman S. Hettinger, University of Pennsylvania, Philadelphia
Dr. Leon Levy, Isaac D. Levy and John G. Leitch, WCAU, Philadelphia
S. M. Kintner, W. C. Evans, J. J. Jackson, Dr. Frank Conrad, Ralph N. Harmon and Frederick H. Wood, KYW, Chicago, and Westinghouse.
Richard Gimbel, Benedict Gimbel, Jr., and H. Bart McHugh, WIP-WFAN, Philadelphia

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *July 15-30.*

Commission Shake-Up

(*Continued from page 7*)

190 employees in the abolished division, all but about 30 of whom are in the field. How many will be retained is not yet known. The Commission also takes over the $490,000 appropriation of the Radio Division for the current fiscal year, which began July 1.

The executive order, issued by President Hoover pursuant to terms of the economy act, directs the Commission to dismiss officers and employees not indispensable to the service, to make such changes in title designations and duties of such officers and employees as it may deem necessary, and to return to the Treasury all appropriations or unexpended balances not necessary to maintain the Commission. Those employees retained by the Commission will continue at their present compensation and classification status under the law.

By acquiring the Radio Division, the Commission assumes full regulatory control of all radio operations in the country, other than those maintained by the military services and certain of the government departments.

The Free-Ad Racket

(*Continued from page 9*)

per taking advertising accounts on the same basis!

The inconsistency of some of the pleas that the advertiser is not yet prepared to expend any money for advertising is illustrated by a letter on the stationery of the Gray-Gone Laboratories, Hollywood, Cal.

Financially Sound

"WE ARE certain that if you will cooperate with us for a brief period on a commission basis we will shortly be ready to buy station time from you," the letter states. "Our cash resources will not permit us to buy time from your station just yet."

On the next page the writer states: "The Gray-Gone Laboratories is firmly established financially."

All of which makes us more convinced than ever that the proper disposition of all such time give-aways is the most convenient waste basket. The sooner all broadcasters cooperate in such a procedure the sooner the racket will cease.

HAVE YOU INVESTIGATED THE
NAPG?
National Advertisers' Proving Ground

It comprises *60* cities and towns in the richest of Wisconsin's dairy centers. WCLO serves this market with a preference of 65% of the regular radio listeners in the primary area and 50% of the listeners in the secondary area.

240,000 people in WCLO's market. In the primary area 83.4% of the homes own radios. In the secondary area 71%.

Of the first ten most popular stations listened to by above audience WCLO ranks second, the first being a Chicago chain outlet.

Amos 'n' Andy and the WCLO Muleskinners run neck and neck for first place in popularity among all programs listened to by Southern Wisconsin and Northern Illinois audience.

Of all programs on the air, both chain and local, over 150 received mention in new WCLO Survey (10% of radio audience contacted). Of first 65 most popular programs, *14 originate in WCLO studios* and we offer these with a pre-determined audience to National advertisers wishing to make test campaigns in this rich market. Here they are—

WCLO Muleskinners—*16,000 requests 12 months.*
WCLO Newsflashes—*From News Rooms Janesville Gazette.*
WCLO Reading Hour—*Professional impersonator.*
WCLO Dixie Minstrels—*Tremendously popular.*
WCLO Aunt Em 'n' Si—*Organ request program.*
WCLO Studio Frolic—*20 to 30 artists.*
WCLO Walter Goetzinger—*Best known organist in Wisconsin.*
WCLO Mystery Plays—*Excellent cast.*
WCLO Walt and Ray—*Organist and Reader.*
WCLO Uncle Sid's ABC Club—*2nd largest club in State.*
WCLO Hymn Time—*Large adult following.*
WCLO Scribbled History—*Most original recorded program on air.*
WCLO Pfeiffers Old Timers—*On air 2 years.*
WCLO Barn Dance—*On air two years, very popular.*

Ask for copy of WCLO Market Survey—first of its kind in the industry, gives definite audience picture. Edgar H. Felix says of survey, "The findings upset such fallacies as the arbitrary 100-mile radius method of rating used by a chain." June 9th issue "*Advertising & Selling.*"

WCLO RADIO CORPORATION
Affiliated with Janesville Daily Gazette
100 Watts Janesville, Wis. 1200 Kilo.
LATEST WESTERN ELECTRIC TRANSMITTER

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION
KMBC
A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

KMBC of KANSAS CITY

KYW Battles for Removal

(*Continued from page 8*)

signed half time as partial compensation for the purported "loan" of 1020 kc. to the fourth zone. Both stations are applicants for full time on the channel, WOWO putting forth its claim on the same legal grounds as advanced by the applicants seeking return of 1020 kc. to the second zone.

Judge Ira E. Robinson, former Radio Commissioner, appeared in the case as associate counsel for WJAS, Pittsburgh, and WOWO, Fort Wayne, with George O. Sutton and William A. Porter, counsel. Judge Robinson engaged in several discussions of Commission procedure and the law during his arguments in a fashion reminiscent of his days on the Commission.

Would Surrender WXYZ

THE FIRST case on the docket was that of Kunsky-Trendle, seeking a 10 kw. new station to operate on 1020 kc. Only after a sharp colloquy regarding procedure was the regular order of hearings on the docket followed. Westinghouse wanted to present its case last, rather than fourth on the docket, but Examiner Pratt overruled the motion after protests had been made by Duke M. Patrick, general counsel, and George Porter, assistant general counsel, on behalf of the Commission.

Kunsky-Trendle, through its counsel, Paul D. P. Spearman, volunteered to surrender its present Detroit outlet, WXYZ, if the new station application was granted. Public service and financial responsibility of the station were attested to by George W. Trendle, president, and Harold O. Pierce, general manager of the station. Other witnesses for Kunsky-Trendle included J. I. Bell, chief engineer, Arthur J. Lacy, Frank E. Fisher, Harry I. Dingeman, Geo. F. Carroll, C. C. McGill and James B. Hasselman, Detroit residents.

Andrew D. Ring, senior broadcast engineer of the Commission, was questioned on technical aspects of the WXYZ application. He said that interference could be expected from removal of 1020 kc. to Detroit because of inadequate mileage separations if no other station assignments were changed.

Arguments of WJAS

IN OPENING arguments for WJAS, Attorney Sutton contended that Pittsburgh does not now receive adequate service because of the present regional assignment of the station. He declared Pennsylvania is the most underquota state in the country, particularly the western portion, whereas Illinois is the most overquota. He claimed that Philadelphia has adequate service from numerous stations and that Pittsburgh is entitled to the clear channel. By assigning 820 kc. to WJAS and shifting WHAS to 1020 kc., he said the Commission could avoid major interference and comply with its quota regulations.

H. J. Brennen, general manager of WJAS, and Robert M. Thompson, commercial manager, testified as to the plans of the station if it obtains the clear channel. Edgar H. Felix, consulting engineer, testified concerning results of field intensity and coverage surveys he had made of both WJAS and WHAS. He held that better service could be rendered by the proposed interchange of frequencies.

Mr. Felix's testimony, however, was challenged by witnesses for WHAS. Dr. Louis Cohen, eminent civilian scientist of the War Department and co-author of the Austin-Cohen formula, declared that the 820 kc. channel was far better suited than 1020 kc. for coverage purposes for WHAS. This view was concurred in by Mr. Ring.

WHAS Fights WJAS

IN OPENING the WHAS case, Swager Sherley, counsel, made a motion that the WJAS application be dismissed on the ground that no "clearly defined" evidence that WHAS is failing to serve the public interest on 820 kc. had been advanced. He referred to the mandate of the Court of Appeals of the District of Columbia in the appeal taken by WHAS from the proposed clear channel allocation of the Commission three years ago when it sought to shift WHAS to another channel. The court reversed the Commission. Examiner Pratt reserved ruling on this motion and a similar one made by Counsel Wood in KYW's behalf with respect to all applications for 1020 kc.

Westinghouse began its case July 21. After the opening statement by Chief Counsel Wood, Mr. Kintner described the radio broadcasting activities of Westinghouse since its inception. Wilfred Jorden of KYW, Mr. Evans, Mr. Harmon and Comdr. Craven subsequently testified as to engineering aspects of the proposed removal. Mr. Harmon explained that a four-element directional antenna, designed to curtail, if not eliminate, interference with stations on adjacent waves would be erected if the station were removed.

For WIP and WFAN, W. M. Smith, counsel, with Mrs. Mabel Walker Willebrandt, former Assistant U. S. Attorney General, explained that these stations, as pioneers in Philadelphia, claim that if the 1020 kc. channel is returned to the second zone they are entitled to it. H. Bart McHugh, Jr., manager of WFAN, Richard Gimbel, vice-president and secretary of Gimbel Brothers store, and Benedict Gimbel, Jr., president and general manager of WIP-WFAN, testified.

WCAU Explains Plea

THE APPLICATION of WCAU for the 1020 kc. channel was argued by Mrs. Willebrandt and Isaac D. Levy, attorney and official of the station. Dr. Leon Levy, president of WCAU, testified that on 1020 kc. WCAU could provide more efficient service than on its present wave of 1170 kc. This view was supported by John G. Leitch, technical supervisor of WCAU. Herman Hettinger, instructor in merchandising of the Wharton School, University of Pennsylvania, and market research consultant, described recent listener surveys he had made in the Philadelphia area.

Examiner Pratt heard the applications of WRAX and WPEN for authority to transfer from 1020 kc. daytime with 250 watts to 920 kc. with 250 watts night and 500 LS, and to share time. Horace L. Lohnes appeared as counsel for both stations.

Other applications heard in the same general case, were those of WIBG, Elkins Park, Pa., for transfer from 930 to 980 kc. daytime, with increase in power from 25 to 100 watts, represented by Messrs. Sutton and Porter; WORK, York, Pa., for renewal of license on 1000 kc., represented by Spencer Gordon; WHN, WRNY and WQAO-WPAP, all of New York, for renewal of license on 1010 kc. which they share. Mr. Spearman represented WHN and WQAO-WPAP, and W. R. Crawford, Jr., WRNY.

Spence Is Chairman

EDWIN M. SPENCE, director of WPG, Atlantic City, was named chairman of the convention committee of the NAB for the current year and will be in direct charge of arrangements for the forthcoming convention at St. Louis. The appointment was agreed upon unanimously by the NAB board at its special meeting in New York July 21 to consider copyright negotiations. The appointment was made in recognition of the efficient manner in which Mr. Spence has arranged the last two conventions. The Hotel Chase, St. Louis, was selected as official headquarters for the convention, to be held Nov. 14, 15 and 16. The program now is being worked out by Philip G. Loucks, NAB managing director.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

INDEPENDENT

On September 15, Station WMAL will sever its affiliation with the Columbia Broadcasting System.

To national advertisers, its PEAK TIME will then be made available for their sales messages to one of the wealthiest markets in America.

Through the Depression, the Nation's Capital has suffered less than most other communities because it has a stable population with high purchasing power.

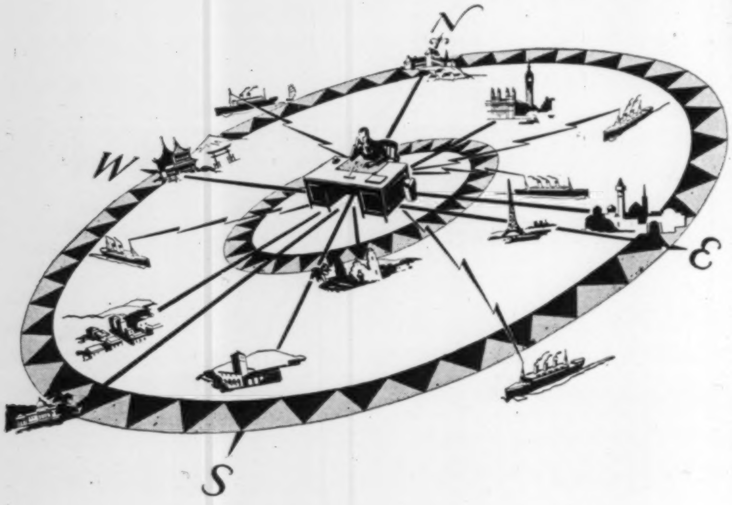
Station WMAL covers this fruitful market thoroughly, and has won consistent results for its network and non-network advertisers.

33 1-3 and 78 r.p.m.
Western Electric Turntables

WMAL
630 Kc.
500 Watts

Washington, D. C.

YOU ARE SITTING
IN THE CENTER
OF THE WORLD



...EVERYWHERE
is within arm's reach via coordinated telegraph, cable and radio facilities

- Whether you would reach somebody five miles away or five thousand miles...whether your message must go by telegraph or cable or radio or by any combination of these three...the great International System of coordinated communication facilities will speed your message to its destination and flash back a reply in a mere matter of *minutes.*

Working hand in hand, the units of the International System are Postal Telegraph, linking 80,000 places in the United States and Canada*...Commercial Cables, reaching Europe, Asia and The Orient...All America Cables, reaching Central America, South America and the West Indies...and Mackay Radio, which maintains point-to-point services in addition to reaching ships at sea.

Use Postal Telegraph and the International System to reach anybody...anywhere...*quickly.*

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a
Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your local telephone bill.

THE INTERNATIONAL SYSTEM
Postal Telegraph
Commercial Cables
All America Cables
Mackay Radio

Political Pressure Held Radio Menace

Caldwell Cites "Destruction" Of Five Clear Channels

Mr. Caldwell

CHARGING that the pressure of political expediency is slowly but surely undermining what he regards as the very backbone of broadcasting, viz., the clear channels, O. H. Caldwell, former Radio Commissioner and now a radio editor, makes a plea in the July issue of ELECTRONICS for "redblooded fighters among radio engineers and industry leaders who will get up on their hind legs and battle for the future of good reception and good listening conditions in every home on the American continent."

He declares that already five of the 40 clear channels set up by the Radio Commission in 1928 "are gone as 'rural service' channels because of other stations authorized to operate on the same wave lengths, making that many clear channels useless to serve the millions of small-town and farm population which have no other avenue of radio service except through clear channels."

All Vitally Concerned

"EVERY RADIO engineer, every radio manufacturer, every man in the radio industry or trade is vitally concerned in this destruction of the great radio arteries by which, only, can broadcasting be carried to the vast areas outside of the immediate vicinity of large cities.

"The breakdown of the clear-channel structure started when the owners of WGY at Schenectady carried to the Supreme Court their case demanding the unrestricted full-time operation of WGY and KGO at San Francisco on the same wave length—without synchronized frequency control between the two stations as proposed by the Radio Commission.

"With this entering wedge for the destruction of sound radio principles authorized by the highest court in the land and on motion of an organization believed to be concerned with the protection of good engineering, the subsequent crumbling of the clear channel structure has been rapid."

Speaking of the "destruction" of the clear channel assigned to KJR, Seattle, by the authorization of a 5 kw. transmitter permit to WCFL, Chicago, Mr. Caldwell said: "Here was an instance in which the majority of the members of the Radio Commission, sworn to protect the radio rights of the listeners, gave no heed to the loss of radio facilities by remote millions in the mountain area which needs broadcasting service most, and yielded to the importunities of the Senators who control the confirmation of the Radio Commissioners."

The State Department is criticized for assenting to the simultaneous operation of a 5 kw. station in Novia Scotia on the same channel as used by KNX, Los Angeles, and for sharing of the 1100

(Continued on page 24)

NATURE COMPENSATES
IN
THE MIDDLE NORTHWEST •

- Last year drought and grasshoppers devastated the middle northwest. Crops were very short and in many places, entirely wiped out.
- This year Nature comes into her own, and with plenty of moisture, sunshine, and a good soil, combined with the best farmers in the world, crops are coming along beautifully. The prospects are for a bumper crop.
- This should be interesting to advertisers because when crops are good, farmers are cheerful. When farmers are cheerful, they buy the things they need for their living as well as for their comfort.
- Advertise in the middle west this year and reap a harvest of orders, as the farmer reaps his harvest of produce. To reach these farmers, the logical medium is—

WNAX
YANKTON, SOUTH DAKOTA
1000 Watts 570 Kc. 526 Meters
Western Electric Equipment Throughout

Cogley Quits NAB, Lauded by Loucks

EUGENE COGLEY, for 18 months assistant to Philip G. Loucks, managing director of NAB, resigned his post July 15 to become president of the Broadcasters of Pennsylvania, which recently acquired WLBW, Oil City, Pa., and obtained permission to move the station to Erie.

Mr. Cogley, formerly a broadcast engineer at the Radio Commission, was lauded for his work with the NAB in a letter written by Mr. Loucks in behalf of the association. Declaring that Mr. Cogley had seen the NAB grow from a membership of 83 to 221, the managing director said:

"Your efforts have contributed much to that growth in membership. Likewise you have assisted me willingly in the establishment of the many services which the association now affords its members.

"I know I express the feeling of the officers and directors as well as the entire membership of the association when I say that your services have been greatly appreciated and I know that I express their attitude when I wish you happiness and success in your new venture.

"For my part, I greatly appreciate the splendid manner in which you have cooperated with me in all matters, your loyalty, and your willingness at all times to work in the interests of the association. I know that you will succeed in your new venture if you will approach your duties in that field with the same enthusiasm you have served the association."

Bill Would Allot 5 Kw. Stations to Five States

TO PROVIDE Mississippi and several other states with more broadcasting facilities, Rep. Rankin (D.) of Tupelo, Miss., introduced a bill (H. R. 12958) on the eve of the recent adjournment of Congress directing the Radio Commission to assign additional facilities to any state more than two units underquota and having no clear channel or high power regional stations. The new facilities would take the form of a regional station of 5 kw. or higher power, subject to change in wave length or power if it causes interference with prior licensed stations.

A perusal of the latest quota tables reveals that only the states of Mississippi, South Carolina, Indiana, Michigan and Pennsylvania are more than two units underquota. Rep. Rankin's bill would create in these states more high power regionals such as those on the 1460, 1470, 1480 and 1490 kc. channels.

Gets New Station

CONSTRUCTION of a new 500 watt station at Tupelo, Miss., to operate daylight only on 990 kc. the clear channel assigned WBZ-WBZA, Boston-Springfield, was announced July 26 by the Radio Commission. The construction permit was granted to Britt A. Rogers, Jr.

In Planning
Your Campaign

CONSIDER THESE FACTS CAREFULLY

- There is a new feeling of buying confidence in the Northwest engendered by the best crop and livestock conditions of many years.
- The Northwest is ready to spend more money for your product (or that of your competitor).
- You want your share of this business, and we have the means of helping you to get it.
- KSTP provides intensive coverage in the heart of this rich Twin City market area, where half the population of Minnesota is concentrated within a 50-mile radius.
- KSTP enjoys a stronger listener preference, as shown by all surveys and by the most recent unbiased national survey which gives KSTP a rating of 87.8 against 58.1 for the second station.
- KSTP is the only large independent station in the Northwest. It has more power, more full-time employees, more national accounts than all other stations in the state combined and the only complete merchandising service.
- Add KSTP to your sales force now.

KSTP
10,000 WATTS
SAINT PAUL . . MINNEAPOLIS

▪ The Northwest's Leading Radio Station

XUM

WHEN YOU
MEASURE COVERAGE

. . . don't forget
percentage modulation

▼

■ Field-intensity data are basic in determining coverage, but they aren't the whole story by any means. Percentage modulation is just as important a factor in pumping more power through your listeners' loud-speakers.

■ Consider that an increase in percentage modulation from 50% to 100% will increase the loud-speaker power by four times. Yet the field intensity of the carrier remains the same. That is why the Federal Radio Commission demands that you modulate at high percentage.

■ But remember that unless you exercise extreme care your high-percentage modulation will be accompanied by serious distortion. Even in properly designed transmitters a wrong value of grid bias, for example, may cause trouble.

■ You can check on the performance of your transmitter at high-percentage modulation by means of a General Radio modulation meter. It not only measures accurately your percentage modulation, but it shows up distortion due to asymmetrical modulation of the carrier. The General Radio modulation meter is coupled to the transmitter-output circuit, its operation is in no way influenced by transmitter changes.

Let us tell you more about the General Radio modulation meter. Write us for literature.

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

WRAK Is Willing To Share Channel

DISMISSAL of the appeal of WRAK, Williamsport, Pa., from the Radio Commission's decision granting the WILLIAMSPORT SUN-GAZETTE one-half time on the 1370 kc. local channel occupied full time by WRAK, was requested of the Court of Appeals of the District of Columbia July 22 by Clarence R. Cummins, owner of the station. Request also was made for dissolution of the stay order issued by the court. Mr. Cummins explained he is now willing to share the wave with the newspaper.

Pursuant to the action, the Commission allowed WRAK to use full time on the channel until the newspaper station is prepared to go on the air. The case, which provoked considerable discussion when it was before the Commission several months ago, led to an attempt by Mr. Cummins to establish a newspaper to compete with the SUN-GAZETTE. It is assumed here that Mr. Cummins and his newspaper rival have come to an amicable agreement.

An appeal from the Commission's decision of July 1, involving revocation of the license of Homer F. Bryant, operating KGMP, Elk City, Okla., was filed by D. R. Wallace, of that city, on the ground that the action materially affected his legal rights. Wallace had operated the station since March, 1932, but the Commission held he did so in violation of the law and therefore denied transfer of the KGMP license to him.

Radio Music Critic

TWO PAGES devoted to a critical review of radio music appeared as a new department of Musical Digest in the June-July issue under the title of "Good Music on the Air." The column is conducted by Pierre Key, noted musical critic.

Hits Political Pressure

(*Continued from page 22*)

kc. channel by WPG, Atlantic City, and WLWL, New York, brought about by the recent agreement with Canada.

"Our good friends of the north, numbering in population about the same as California or New York City, already had three times as many wave-lengths per capita as have citizens of the United States," he pointed out, "but the latest adjustment dictated by the State Department grants them four times the radio service per capita, besides ruining two American clear channels in the bargain."

Concluding with a speculation as to what clear channels will fall next, Mr. Caldwell laments that "few can be found to raise their voices in protest. Unhappily those informed seem too busy or concerned with their own individual situations to protect the general commonwealth of radio. And the majority of the Radio Commission, continuously pounded by political pressure, finds that they must grant concessions to properly accoutred applicants while radio principles and the rights of farm and rural listeners go into the discard."

THE COUNTRY IS SAVED AGAIN

WE WANT BEER!
HURRAY FOR HOOVER
HURRAY FOR ROOSEVELT
CONVENTION HALL

Kansas has just harvested another great wheat crop—we can eat • Both the Democrats and Republicans have nominated sure-fire winners—all is well • And regardless of how the election goes, Kansans will continue to have money to spend for what they hear about and want.

KFH
WICHITA
KANSAS

The quickest, most effective way to reach this great audience is via KFH • The cost? Only $.0014 per family (one time rate) in our primary area • KFH service includes merchandising, sales surveys and enthusiastic support to your campaign.

CHICAGO REPRESENTATIVE
WILLIAM G. RAMBEAU,
360 N. Michigan Ave.

XUM

An Open Letter to Advertisers

From Five to Fifty Kilowatts

W
C
C
O

WCCO will have in operation in the summer of 1932 one of the finest fifty-kilowatt transmitters in the world—a masterpiece of Western Electric engineering. Installation has already started.

The service area of WCCO after this installation can only be estimated. In Minnesota, Wisconsin, Iowa, the Dakotas, Nebraska, eastern Montana and the peninsula of Michigan this new transmitter will establish a new standard of broadcast service.

However, the essential story of WCCO's commercial value will be unaltered. It is the story of service to a great community.

With the fifty kilowatts WCCO will continue to dominate the Twin Cities and the Northwest. In addition, it will reach the most remote corners of this rich and fertile area—sections where today no radio service is completely dependable.

This great Northwest territory is a region of enormous natural wealth; of courageous people, and of a prosperity deeply rooted into the earth itself.

With fifty kilowatts as with five, WCCO will devote itself to the service of the great Northwest.

Northwestern Broadcasting, Inc.
Minneapolis, Minnesota

H. A. BELLOWS, Pres.

E. H. GAMMONS, V. Pres.

Should Widen Broadcast Band

(Continued from page 11)

persuaded to take frequencies above 1500 kc. With any such extension it will be our stations which are the sufferers and will be moved out of the broadcast band into the uninhabited desert of the higher frequencies.

Long Wave Advantages

THERE ARE, on the other hand, certain advantages in the use of frequencies below 550 kc. by broadcasting stations. It is generally recognized that in the 150-550 kc. band the propagation characteristics are such that a much larger service area is achieved by a given amount of power than is possible in the present broadcast band, both at day and at night. Fading becomes less and less a factor as the frequency decreases, being of a slower period and occurring at a much greater distance from the transmitter.

The only technical disadvantage is said to be an increase in static and electrical noise, but the experience of European stations and such information as the writer has been able to obtain in this country, indicate that this factor has been greatly exaggerated and in no way neutralizes the increase in service area. The factor is apparently more serious in the warmer climates, and it may be that in distributing such frequencies among North American countries Canada and the northern part of the United States would have to take the major portion of them. Still, the countries of southern Europe have not seemed to find any objection to the lower frequencies on this score and, in fact, seem to be demanding a larger share of them.

It cannot be denied that from the point of view of current receiving set design there is a serious practical obstacle. The situation illustrates to what a great extent man's troubles are of his own making. If the treaty makers of 1927 had foreseen the necessities of 1932, receiving sets would have been built accordingly. The present problem is not unlike that of railroads wanting to equip themselves with larger engines and faced with the fact that the viaducts, bridges and train sheds have been built to permit the passage of smaller engines in vogue many years ago.

New Receivers Necessary

TO THE WRITER, however, it does not seem that the problem is essentially one of receiving-set design. In his opinion, it is almost certain that additional bands of frequencies will be allocated to broadcasting. Whether these frequencies are above 1500 kc. or below 550 kc., new receiving sets (or attachments to existing receiving sets) will alike be necessary. It is to the interests of American broadcasters that, if there is to be any widening, it be in the direction of frequencies better suited for this service.

Space will not permit discussion of the difficulty created by the present use of frequencies below 550 kc. Any reasonable person will concede the necessity of meeting the legitimate claims of maritime mobile services and of aids to both aeronautic and maritime navigation, such as radio beacons, meteorological information and the like. The maritime mobile services are, however, extremely vulnerable because of the obsolete character of the equipment of most ship stations which are still using spark transmitters and require guard bands totalling 30 kc. or more, to avoid interference. The use of such equipment is responsible for the wide band, 360-550 kc., for these services.

The 160-224 kc. Band

UNDER the Washington Convention, spark transmitters are, with minor exceptions, to be eliminated from use after 1940 and an effort will be made at Madrid to advance this date to January 1, 1938. The major portion of the 224-360 kc. band is occupied by stations furnishing aids to air navigation, consisting principally of those operated by the Airways Division of the Department of Commerce. The 150-160 kc. band is intensively used by the better class of ship stations employing modern apparatus, although it is being contended that they could be accommodated below 150 kc.

On the other hand, there seems to be no serious obstacle to the allocation of the 160-224 kc. band to broadcasting in the United States. In determining the needs of any of the other services it would seem that adherence should be had to the principle that these valuable frequencies should not be assigned to services which can be carried on satisfactorily by wire or by short waves and to the further principle that modern and efficient apparatus should be required of all services.

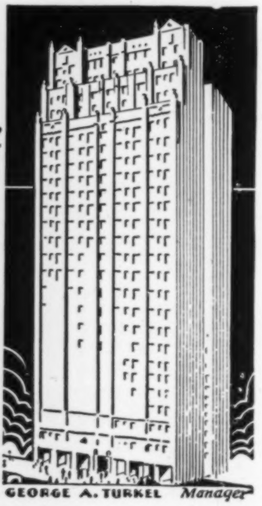
U. S. Isolation Ended

THE IDEAL extension of the broadcast band, at least so far as North America is concerned, would be immediately below 550 kc. to some such point as 450 kc. A great deal is to be said for shifting the international distress and call frequencies for mobile services from 500 kc. to 375 kc. (which is now used for the diminishing service of direction-finding). No specific proposal of this sort, however, has been submitted for the Madrid Conference.

Another consideration which must be kept in mind is that it is highly desirable, indeed, almost necessary, that the band assigned to maritime mobile services be the same in all parts of the world. Ship owners should not have to equip themselves to communicate on one band of frequencies in European ports and on another band in American ports.

In any event, it would seem that the period of international isolation is over for the American broadcaster and that he must henceforth be eternally vigilant in protecting his interests, both in international conferences such as that to be held at Madrid and in diplomatic negotiations which may be undertaken in this country and other countries in the same interference area.

A Home..
away from Home



Enjoy real comfort, genial social life, free use of gymnasium, beautiful swimming pool, comfortable lounges, library, open air roof garden, restaurant. Separate floors for men, women and couples. Within walking distance of business, shops and amusement centers.

Rates DAILY $\$1^{50}$-$3^{00}$ WEEKLY *from* $\$8^{00}$

Five minutes from Pennsylvania or Grand Central Stations

A NEW 23 STORY CLUB HOTEL

KENMORE HALL

145 E. 23rd STREET, NEW YORK CITY
Gramercy Park *Phone: Gramercy 5-3840*

Yankee Network Holds First Boston Convention

MUTUAL problems of the 10 stations comprising the Yankee Network were discussed by officials of the network and the owners, managers and staff members of its member stations at the first "Yankee Network Convention" held in Boston, July 21 and 22. The principal address was delivered by Dudley Harmon, executive vice-president of the New England Council, who discussed the brightening outlook for New England business and praised the progressive work of the Yankee Network.

Round table discussions followed talks by John Shepard, III, president of the network; Linus Travers, commercial production manager; C. Gordon Jones, director of operations, and Charles Phelan, sales manager. The business sessions in the Hotel Buckminster studios were preceded by a dinner the evening of July 21 in the Copley Plaza Hotel, following which the group attended the world's championship wrestling match.

NAB Committee Drafts Standard Order Blank

A STANDARD order blank is being drafted by the NAB committee on standard forms in cooperation with the American Association of Advertising Agencies. R. L. Harlow, chairman of the NAB group, recently sent to all members of the commercial section a request for contract forms now in use by stations. He also requested copies of program sheets, rate cards and other forms.

Broadcasters are urged by NAB to send in forms at once to Mr. Harlow, Shepard Broadcasting Service, 1 Winter Place, Boston, so that the new form may be put into use as soon as possible.

KMTR is Reorganized After Stock Purchase

L. W. PETERS, a new man in radio but experienced in business, will assume management of KMTR, Los Angeles, on Aug. 1 under a reorganization brought about through the sale of a large block of the KMTR Corporation stock for a consideration said to be about $150,000. Frank Bull, former manager, and Harry Geise, the Two Professors, will take their skit to KMPC, Beverly Hills.

V. G. Freitag, lessee of all station time under the former management, will also withdraw his KMTR interests, it is reported, and will transfer many of his commercial accounts either to KMPC or to KRKD.

Local Gets Boost

KMJ, Fresno, Cal., operated by James McClatchy Co., was authorized July 22 by the Radio Commission to go from the local to regional class, with a change in frequency from 1210 to 580 kc. and an increase in power from 100 to 500 watts with unlimited time. The action sustained the recommendation of Examiner Hyde (Report No. 365).

$ $ $

Make Every Dollar Count

■

$ This is the day of the canny buyer. The wasters of yesteryear have either reformed or have passed out of the picture.

$ A real appraisal is being made of the values of every purchase whether it is a shirt or advertising space.

$ This appraisal is welcomed by broadcasting in general and WMAQ in particular because it shows the value of the method (broadcasting) and the medium (WMAQ).

$ WMAQ with a background of ten years of successful broadcasting stands foremost among Chicago stations.

$ WMAQ is the best buy in one of the best markets in America.

■

WMAQ ■ Merchandise Mart ■ Chicago
Cleared Channel ■ 670 Kilocycles

A NATIONAL BROADCASTING COMPANY NETWORK STATION

ACTIONS OF THE FEDERAL RADIO COMMISSION

JULY 15 to JULY 30 INCLUSIVE

Applications . . .

JULY 19

WMAL, Washington, D. C.—Modification of license to change from 250 w., 500 w. LS to 500 w. day and night.

WSAI, Cincinnati—Install automatic frequency control.

WIBG, Glenside, Pa.—License to cover CP granted 4-12-32 to move studio and make changes in equipment.

NEW, Temple, Tex.—Radio Service Co. for CP to use 1340 kc., 100 w., 250 w. LS, unlimited time.

WSMB, New Orleans, La.—Install automatic frequency control.

NEW, Attica, Ind.—Wabash Valley Broadcasting Co. for CP to use 1210 kc., 100 w., unlimited, facilities of WHBF.

JULY 22

WCGU, Brooklyn, N. Y.—CP to move transmitter from Brooklyn, N. Y., to 38-24 24th Street, Long Island City, N. Y.

WLEY, Lexington, Mass.—CP to move station from Lexington to Lowell, Mass.

WELL, Battle Creek, Mich.—CP to make changes in equipment and move studio locally.

KWEA, Shreveport, La.—CP to install new transmitter.

KMBC, Kansas City, Mo.—License to cover CP granted 6-7-32 for new transmitter.

WLS, Chicago—Modification of license for authority to use auxiliary of WENR-WBCN for auxiliary purposes of WLS.

KXL, Portland, Ore.—CP for a new transmitter and to change from 1420 kc., 100 w., sharing with KBPS to 1410 kc., 250 w., unlimited time, facilities of KTBR, Portland, Oregon.

Applications returned: NEW, Providence, R. I.—CP on 1140 kc.; WBBC, Brooklyn, N. Y.—Increase power to 500 w., 1 kw. LS; WQDM, St. Albans, Vt.—Make changes in equipment; WCAH, Columbus, O.—Direct measurement of antenna power; NEW, Decatur, Ala.—CP on 1420 kc.

JULY 23

WDEL, Wilmington, Del.—Modification of license to increase power from 250 w., 500 w. LS, to 500 w. day and night on experimental basis.

WHAS, Louisville, Ky.—License to cover CP granted 6-24-32 for auxiliary transmitter.

KWEA, Shreveport, La.—CP to install new transmitter.

KTSM, El Paso, Tex.—Voluntary assignment of license to Tri-State Broadcasting Co., Inc.

WDAH, El Paso, Tex.—Voluntary assignment of license to Tri-State Broadcasting Co., Inc.

WKFI, Greenville, Miss.—License to cover CP granted 5-24-32 for changes in equipment and change power from 100 w., 250 w. LS to 100 w. day and night. (Formerly WRBQ.)

KLO, Ogden, Utah—CP to move station to Salt Lake City.

NEW, Prescott, Ariz.—R. W. & D. P. Lautzenheiser for CP to use 1500 kc., 100 w., unlimited time (facilities of KPJM, Prescott, Ariz.).

Applications returned: WOS, Jefferson City, Mo.—Increase power to 500 w., 1 kw. LS; KUSD, Vermillion, S. D.—Changes in equipment and increase power to 1 kw.; NEW, Jean Anthony Grief & Bryon G. Ericson, Lewiston, Idaho—CP on 1210 kc.

JULY 27

WKAV, Lanconia, N. H.—Involuntary assignment of license to Harold E. Wescott, temporary receiver.

KNOW, Austin, Tex.—CP to install new transmitter.

KXL, Portland, Ore.—License to cover CP granted 6-7-32 for auxiliary transmitter.

NEW, Juneau, Alaska—Juneau Broadcasting Co. for CP to use 1210 kc., 100 w., unlimited time.

KROW, Richmond, Cal.—Modification of license to change from sharing with KFWI to unlimited time.

JULY 30

NEW, John E. McGoff, Ralph M. Sutcliff and Julius Schaffer, Newport, R. I.—CP resubmitted requesting 1280 kc., 250 w., 8 hours per day. (Amended as to power and name.)

NEW, Herman O. Halsted, Hazleton, Pa.—CP for 1420 kc, 100 w., share with WILM (facilities of WILM).

WSYB, Rutland, Vt.—Modification of CP for extension of completion date to 9-28-32.

WTEL, Philadelphia, Pa.—CP to move transmitter from Philadelphia to Somerton, Pa., move studio locally, install new transmitter, and change from 1310 kc., 100 w., sharing with WHAT to 1170 kc., 5 kw., unlimited.

WWSW, Pittsburgh, Pa.—License to cover CP granted 7-5-32 for new transmitter and increase day power to 250 w.

WDAY, Fargo, N. D.—License to cover CP granted 3-25-32 to move transmitter locally and install new equipment.

Returned to applicant: NEW, A. H. Yeomans, Athens, Ga.—CP for new station on 1450 kc. (Unsatisfactory equipment).

Decisions . . .

JULY 15

KGBU, Ketchikan, Alaska—Granted CP to install new equipment and move station locally; change specified hours of operation to as follows: 10 a.m. to 2 p.m.; 5 to 7 p.m.; 10 p.m. to 3 p.m.

Granted authority to install automatic frequency control equipment; WTIC, Hartford, Conn.; WBAK, Harrisburg, Pa.; KFJI, Klamath Falls, Ore.

WMBO, Auburn, N. Y.—Granted license covering local move of station; 1310 kc., 100 w., unlimited time.

WMBC, Detroit—Granted license covering local move of station and installation of new equipment; 1420 kc., 100 w., 250 w. LS, unlimited time.

KICA, Clovis, N. M.—Granted license covering erection of new station; 1370 kc., 100 w., shares with KGFL.

KPCB, Seattle—Granted license covering construction of temporary auxiliary transmitter; 650 kc., 100 w., auxiliary purposes only.

KRSC, Seattle—Granted license covering changes in equipment and increase in power from 50 to 100 w.; 1120 kc., 100 w., D.

WHA, Madison, Wis.—Granted modification of CP to make changes in equipment and increase power from 750 w. to 1 kw.

WFI, Philadelphia—Granted consent to voluntary assignment of license to WFI Broadcasting Co.

WAPI, Birmingham, Ala.—Granted consent to voluntary assignment of CP and license to WAPI Broadcasting Corp.

WHDL, Tupper Lake, N. Y.—Granted renewal of license 1420 kc., 100 w., D.

KFYO, Abilene, Tex.—Granted renewal of license, 1420 kc., 100 w. LS, unlimited.

WDAY, Fargo, N. D.—Granted authority to install additional type 228-A tube in power amplifier stage to be employed as an auxiliary. A switching arrangement is provided so that it is impossible for more than one tube to be in use at the same time.

KPJM, Prescott, Ariz.—Authority granted Scott and Sturm, purchasers of KPJM at a foreclosure sale, to operate the station pending receipt and action on formal application for voluntary assignment of license.

W2XDU, New York—Granted modification of general experimental CP to extend completion date to Dec. 1.

W6XAD, San Francisco—Granted consent to voluntary assignment of license to Vickerson Radio Laboratories.

Set for hearing: NEW, Geo. F. Bissell, Glens Falls, N. Y.—Requests CP, 1370 kc., 50 w., unlimited time (facilities of WESG); NEW, Edward Tomajke, Sr., Greensburg, Pa.—Requests CP, 620 kc., 250 w. D.; WCOC, Meridian, Miss.; WCRW, Chicago; WNAX, Yankton, S. D.; WNOX, Knoxville, Tenn.—Facilities have been applied for.

NEW, Richmond J. Morrow and Ronaly F. Brill, Roseville, Cal.—Dismissed application for CP, 1500 kc., 100 w., specified hours, at request of applicant.

NEW, Sayles & Stewart, Gillette, Wyo. (Ex. Rep. 372)—Denied CP to operate on 1310 kc., 100 w., 6 to 10 p.m. daily, sustaining Examiner Hyde.

WHDH, Boston (Ex. Rep. 374)—Granted application of WHDH to move transmitter from Gloucester to Saugus, Mass., sustaining Chief Examiner Yost, and rescinding Commission's decision of March 4, 1932, denying this application.

NEW, Black Hills Broadcasters, Sturgis, S. D. (Ex. Rep. 373)—Denied CP to operate on 1200 kc., 100 w., share with WCAT, sustaining Examiner Hyde.

The Commission granted petition of Peter J. Prinz for oral argument to be heard September 7, in re Examiner's Report No. 380, which recommended that the application of Prinz for renewal of station license to operate WMRJ, Jamaica, N. Y., on 1210 kc., with 100 w. power be denied, and granting the application of Peter Goelet for the erection of a new station at Chester Township, N. Y., to operate on 1210 kc. with 50 w., specified hours.

JULY 19

WPCH, New York—Granted CP to move transmitter from Hoboken, N. J., to College Point Causeway, Flushing, N. Y.

KFYO, Lubbock, Tex.—Granted CP to make changes in equipment.

KFJF, Oklahoma City, Okla.—Granted authority to install automatic frequency control.

WSOC, Gastonia, N. C.—Granted authority to install automatic frequency control.

WWVA, Wheeling, W. Va.—Granted license covering local move of station and making changes in equipment, 1160 kc., 5 kw., share with WOWO.

KFDM, Beaumont, Tex.—Granted consent to voluntary assignment of license to Sabine Broadcasting Co., Inc.

WRBX, Roanoke, Va.—Granted 30-day extension of special authority to cease operation while completing new studio and installing new equipment.

KRKD, Los Angeles—Granted authority to use transmitter of KFSG for 15 days, effective July 14.

WHO, Des Moines, Ia.—Granted renewal of license 1000 kc., 5 kw., shares with WOC; granted special authority until Feb. 1, 1933, to operate simultaneously with WOC on 1000 kc., experimentally. The difference in frequency between the stations shall not be greater than 0.2 cycles per second and on condition that licensee file with the Commission at the end of license period a report of the results of operation.

WOC, Davenport, Ia.—Granted special authority to operate simultaneously with WHO as above; granted renewal of license, 1000 kc., 5 kw., shares with WHO.

WJJD, Mooseheart, Ill.—Granted special authority to operate until 8:30 p.m. each evening (CST) on condition that the power of station is reduced 50 per cent beginning at 7 p.m., that is from 20 kw. to 10 kw., within 1 hour thereafter, or by 8 p.m., and on further condition that no future requests for operating after 8.30 p.m., CST, will be made.

WWL, New Orleans, La., and KWKH, Shreveport, La.—Granted temporary licenses and applications designated for hearing.

Set for hearing: WEDC, Chicago, and WSBC, Chicago—Renewal of license; NEW, F. N. Blake Realty Co., Dracut, Miss.—Requests CP to operate on 680 kc., 250 w., D.; NEW, Erie Broadcasting Corp., Erie, Pa.—Requests CP on 800 kc., 2500 w., D., till sunset at Dallas, Tex.; WCAE, Pittsburgh—Requests CP to move transmitter to Baldwin Township, Pa., and make changes in antenna system; NEW, The Greenville News-Piedmont Co., Greenville, S. C.—Requests CP on 800 kc., 1 kw., limited time; NEW, Central Broadcasting Co., Davenport, Ia.—Requests CP, 600 kc., 250 w. night, 500 w. LS, unlimited time. (Facilities of WMT); KFSD, San Diego, Cal.—Requests modification to increase power (night) from 500 w. to 1 kw.

JULY 22

WEBR, Buffalo, N. Y.—Granted CP to install auxiliary transmitter at present main transmitter location, 100 w. day and night.

WMBG, Richmond, Va.—Granted CP to make changes in auxiliary transmitter and increase maximum rated and operating power from 10 to 100 w.

KRMD, Shreveport, La.—Granted CP to move transmitter locally in Shreveport.

WWL, New Orleans—Granted modification of CP to extend completion date to Sept. 15. (Original permit authorized increase in power from 5 to 10 kw., installation of new equipment, change in hours of operation from sharing with KWKH to specified hours, and moving transmitter locally).

KFPW, Ft. Smith, Ark.—Granted license, 1210 kc., 100 w., unlimited time, covering installation of new equipment; change in frequency from 1340 to 1210 kc.; increase in power from 50 to 100 w., and increase in hours of operation from D. only to unlimited.

WREN, Lawrence, Kans.—Granted license, 1220 kc., 1 kw., shares with KFKU. Original permit authorized moving of transmitter from Lawrence to South of Tonganoxie, Kans.

KFGQ, Boone, Ia.—Granted license covering changes in equipment, 1310 kc., 100 w., specified hours.

KGY, Olympia, Wash.—Granted license covering move of station from Lacey to Olympia, Wash., installing new equipment; change frequency from 1200 to 1210 kc.; increase power from 10 to 100 w., and change in hours of operation from unlimited to specified.

WIS, Columbia, S. C.—Granted authority for direct measurement of antenna input.

WLIT, Philadelphia—Granted consent to voluntary assignment of license to Lit Brothers Broadcasting System, Inc.

WEAI, Ithaca, N. Y.—Granted authority to reduce hours of operation from D. only to not less than 1 hour per day, to and including, Oct. 1.

KFPM, Greenville, Tex.—Granted special authorization to operate from 9 p.m. to 12 midnight, CST, on July 23, Aug. 27 and Nov. 8, 1932.

WCFL, Chicago—Granted renewal of broadcast station license. Also granted special authorization to operate unlimited time experimentally, on 970 kc. from Aug. 1, 1932, to February 1, 1933.

WCAZ, Carthage, Ill.—Granted renewal of license, 1070 kc., 50 w., hours of operation from 9:30 to 3:30 p.m., CST, daily except Sunday.

WOWO, Fort Wayne, Ind.—Granted special authorization to operate simultaneously during D. with WWVA, for the period Aug. 1, 1932, to Feb. 1, 1933, pending action on formal application for modification of license.

WWVA, Wheeling, W. Va.—Granted same as above, except to operate simultaneously with WOWO.

Each of the stations listed below were given authority to suspend working of Rule 145 until Aug. 31, pending delivery of monitors which have been ordered:

WLVA, Lynchburg, Va.; WHOM, Jersey City; WTAX, Springfield, Ill.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KTSA, San Antonio; KGKY, Scottsbluff, Neb.; KERN, Bakersfield, Cal.; KWG, Stockton,

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

XUM

Cal.; KOH, Reno, Nev.; WEDC, Chicago; KFJF, Oklahoma City; KGIX, Las Vegas, Nev.; KGFW, Kearney, Neb.; KFJI, Klamath Falls, Ore.; WJJD, Mooseheart, Ill.; WPAD, Paducah, Ky.; WJBW, New Orleans; WWAE, Hammond, Ind.; WACO, Waco, Tex.; KFXM, San Bernardino, Cal.; WHBD, Mount Orab, Ohio; WIBX, Utica, N. Y.; KLPM, Minot, N. D.; WSAN, Allentown, Pa.; KGER, Long Beach, Cal.; KTSM, El Paso, Tex.; WDAH, El Paso, Tex.; WBAX, Wilkes-Barre, Pa.; WCBA, Allentown, Pa.; KWJJ, Portland, Ore.; KVOA, Tucson, Ariz.; KGCX, Wolf Point, Mont.; KARK, Little Rock, Ark.; WCOD, Harrisburg, Pa.; KGHF, Pueblo, Colo.; WSYR-WMAC, Syracuse, N. Y.; WABI, Bangor, Maine; WJTL, Oglethorpe, Ga.; KFKA, Greeley, Colo.; WGBI, Scranton, Pa.; WAGM, Presque Isle, Maine; KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.; KICA, Clovis, N. Mex.; KUOA, Fayetteville, Ark.; KGBU, Ketchikan, Alaska; KPQD, Anchorage, Alaska; WKAV, Laconia, N. H.; WTFI, Athens, Ga.; KUT, Austin, Tex.; WLBZ, Bangor, Me.; WSYB, Rutland, Vt.; WCDA, New York; WMSG, New York; WBNX, New York; WMAS, Springfield, Mass.; WCOC, Meridian, Miss.; WSBT, South Bend, Ind.; WFAM, South Bend, Ind.; WJBO, New Orleans; WNBR-WBGC, Memphis, Tenn.; WCGU, Brooklyn, N. Y., and WSJS, Winston-Salem, N. C.

Set for hearing: WBCM, Bay City, Mich.—Requests modification of license to increase D. power from 500 w. to 1 kw. LS; KGRS, Amarillo, Tex.—Requests modification of license to change frequency from 1410 to 1340 kc., and change specified hours of operation to as follows: Week days, 6 to 8 a.m., 10 a.m. to 12:30 p.m.; 3 to 4:30 p.m.; 6 to 7:30 p.m.; 9 to 10:30 p.m.; Sundays, 9 a.m. to 3 p.m.; 7 p.m. to 10 p.m., CST.

Applications, heretofore designated for hearing, were denied because applicants failed to enter their appearances; NEW, Claude Raymond Brand, Deadwood, S. D.—CP, 1200 kc., 100 w., 3 hours daily; NEW, Harvard University School of Geography, Cambridge, Mass.—CP, 17134, 16375, 15050, 9000, 5900 kc. day, 9000, 8200, 6700, 5900 kc. night, 350 w., unlimited time.

Application dismissed: NEW, Tri County Broadcasting Co., Los Gatos, Cal.—CP, 1420 kc., 100 w., half time, dismissed at request of applicant.

WDBO, Orlando, Fla.—Granted temporary authority to operate on 580 kc., instead of 1120 kc., with same power, pending outcome of hearing scheduled for Aug. 15, on application to change frequency to 580 kc.

WJBK, Detroit (Ex. Rep. 353)—Granted renewal of license to operate on 1370 kc., 50 w., during all hours of the broadcast day except from 11 to 12 p.m. on Sunday, Monday, Tuesday, Wednesday, Thursday and Friday, sustaining Examiner Pratt.

WIBM, Jackson, Mich. (Ex. Rep. 553)—Granted renewal of license to operate on 1370 kc. with 100 w. D. hours, and from 11 p.m. to 12 p.m. daily except Saturday, sustaining Examiner Pratt.

KGGC, San Francisco (Ex. Rep. 356)—Denied modification of station license to change hours of operation from sharing with KFQU to unlimited, reversing Examiner Pratt.

KMLB, Monroe, La. (Ex. Rep. 377)—Granted renewal of station license to operate on 1200 kc., 100 w. power, unlimited time, sustaining Chief Examiner Yost.

WJBO, New Orleans (Ex. Rep. 377)—Granted renewal of station license to operate on 1420 kc., 100 w., D. hours only, sustaining Examiner Yost.

KMJ, Fresno, Cal. (Ex. Rep. 365)—Granted CP to operate station on 580 kc., 500 w., unlimited time, sustaining Examiner Hyde.

JULY 26

NEW, Britt A. Rogers, Jr., Tupelo, Miss.—Granted CP to operate on 990 kc., 500 w., D.

WHBQ, Memphis—Granted CP to move transmitter locally from 3rd and Court Sts. to Court and Neely Sts., Memphis.

WCGU, Brooklyn—Authorized to cease operation for 30 days while installing frequency control equipment.

WJBY, Gadsden, Ala.—Authorized to extend period of silence from July 22 to Aug. 20 to establish selection of proper transmitter site.

WKBF, Indianapolis—Granted authority to operate July 15, 16, 18, 19, 20 and 21, from 3 to 4:30 p.m.; July 23, 25, 26 and 27 from 2 to 4:30 p.m.; August 3 and 10 from 2:45 to 4:30 p.m.; August 18, 19, 20, 22, 23, 24, 25, 26, 27, 29, 30, 31, Sept. 1 and 3, from 3 to 4:30 p.m.; Sept. 6, 7, 8, 9 and 10 from 2 to 4:30 p.m.; Sept. 14 from 2:45 to 4:30 p.m.; Sept. 19, 20, 21 and 22 from 3 to 4:30 p.m.; Sept. 24 from 2:45 to 4:30 p.m., CST, provided station WCMA remains silent.

KUMA, Yuma, Ariz.—Granted 30-day extension of program test period.

Set for hearing: KLO, Ogden, Utah—CP to move transmitter from near Ogden to 8 miles west of Salt Lake City and studio from Ogden to Salt Lake City; NEW, Thirty-first Street Baptist Church, Indianapolis—CP to operate on 600 kc., 250 w., D., heretofore granted, set for hearing because of protest filed by WFBM.

Examiners' Reports . . .

NEW, Abilene, Tex.—Examiner Pratt recommended (Report 388, Docket 1607) that application of Bernard Hanks, Abilene, Tex., for CP to operate on 1340 kc. with 100 w., unlimited, be denied on the ground that the applicant is neither financially nor technically fitted to operate a broadcasting station.

WAAB, Boston—Examiner Pratt (Report 389, Docket 1534) recommended that application for increase in power from 500 w. to 1 kw., be denied as area is adequately served by existing stations.

KGGF, South Coffeyville, Okla.—Examiner Pratt (Report 390, Docket 1616) recommended that application for modification of license to move to Coffeyville, Kans., be granted despite facilities of an overquota state would be increased as better service would be rendered.

KFWI, San Francisco—Examiner Hyde (Report 391, Dockets 1569 and 1553) recommended that applications for renewal of license and increase in night power be denied on ground that station does not serve the public interest.

WOC, Davenport, Ia.—Chief Examiner Yost (Report 392, Docket 1684) recommended that application for CP to synchronize with WHO unlimited time be withdrawn without prejudice in accordance with request of Central Broadcasting Co.

NEW, Sparks-Withington Co., Jackson, Mich.—Examiner Pratt (Report 393, Dockets 1631 and 1632) recommended that applications for CP for an experimental visual broadcasting station and for a special experimental station be granted. The following frequency bands are specified: 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc. with 100 w. power.

WRHM and WLB-WGMS, Minneapolis, and WCAL and KFMX, Northfield, Minn.—Examiner Walker (Report 395, Dockets 1398, 1250, 1275, 1563, 1276, 1562, 1447 and 1565) recommended that each application for modification of license be denied and that applications for renewal of licenses be granted with hours of operation as follows: WCAL—Sunday, 8:15 to 9:30 a.m. and 3 to 4 p.m.; Monday, 8 to 10 p.m.; daily (except Sunday) 9:45 to 10:15 a.m. KFMX—Sunday, 7 to 8 p.m.; Wednesday and Friday, 8 to 9 p.m.; daily (except Sunday), 10:15 to 10:35 a.m. WLB-WGMS—Monday, 12:30 to 1 p.m. and 7 to 8 p.m.; Tuesday, 8 to 9 p.m.; Wednesday, 10:35 to 11:30 a.m. and 12:30 to 1 p.m.; Thursday, 8 to 9 p.m.; Friday, 12:30 to 1 p.m. and 4 to 5 p.m.; Saturday, 2 to 5 p.m. during October and November only, and 8 to 9:30 p.m. during January, February and March only. WRHM—The remaining hours.

NEW, J. T. Griffin, Tulsa, Okla.—Examiner Hyde (Report 396, Docket 1568) recommended that application for CP to operate on 1400 kc., 250 w. night, and 500 w. D., be denied on the grounds that interference would result and need for station does not exist.

NEW, Gustav A. Jenkins, Antonito, Col.; KGEK, Yuma, Col., and KGEW, Fort Morgan, Col.—Chief Examiner Yost (Report 397, Dockets 1643, 1672 and 1673) recommended that application of Jenkins for CP to operate on 1200 kc. with 100 w. be granted and that licenses of KGEK and KGEW be renewed. Time will be shared as follows: NEW—daily except Sunday from 8 a.m. to 11 a.m. and from 3:30 to 6:30 p.m., Sunday from 8 to 11 a.m. and 4 to 7 p.m.; KGEK—daily except Sunday from 11 a.m. to 1:30 p.m., Sunday from 2 to 4 p.m.; KGEW—daily except Saturday and Sunday from 6:30 to 9:30 p.m., Sunday from 11 a.m. to noon.

KSO, Clarinda, Ia.—Chief Examiner Yost recommended (Report No. 398, Docket No. 1649) that application to move to Des Moines, and to change assignment from 1380 kc., 500 w., with simultaneous daytime operation with WKBH, sharing time at night, to 1370 kc., 100 w. night, 250 w. to local sunset, unlimited time, be granted.

Log of European Stations

(Continued from page 10)

Kc/s.	M.	Kw.	Station
1238	242	1	Belfast (Ireland)
1247	240.6	0.5	Stavanger (Norway)
1250	240	1.5	Radio Beziers (France)
1256	239	2	Nurnberg (Germany) (relays Munich)
1265	237.2	3	Bordeaux Sud-Ouest (France)
		1	Radio-Nimes (France)
		0.2	Orebro (Sweden) (relays Stockholm)
1274	235.5	0.5	Christiansand (Norway)
1283	235	2	Lodz (Poland) (Experimental)
1292	232.2	0.25	Norrkoping (Sweden)
		0.25	Kiel (Germany) (relays Hamburg)
1301	231	0.2	Halsingborg (Sweden)
		1.25	Malmo (Sweden) (relays Stockholm)
		0.2	Umea (Sweden)
1310	229	0.05	Uddevala (Sweden)
1328	226	0.15	Hudiksval (Sweden)
1337	224.4	1	Cork (Ireland)
1345	223	10	Fecamp (Radio Normandie) (France)
1373	218	0.5	Flensburg (Germany) (relays Hamburg)
		0.7	Pori (Bjorneborg) (Finland) (relays Helsinki)
		0.5	Salzburg (Austria) (relays Vienna)
1382	217	0.25	Karlstad (Sweden)
		0.5	Konigsberg (Germany)
1391	216	0.2	Halmstad (Sweden)
		3	Radio Chatelineau (Belgium)
1400	214.3	1.9	Warsaw, No. 2 (Poland) (Experimental)
		1	Aberdeen (Great Britain)
1420	210		Csepel (Hungary)
1450	207	0.15	Boras (Sweden)
1460	206	0.2	Ornskoldsvik (Sweden)
1470	204	0.2	Gavle (Sweden) (relays Stockholm)
1480	203	0.25	Kristinehamn (Sweden)
1490	202	0.25	Jonkoping (Sweden) (relays Stockholm)
1530	196	0.2	Karlskrona (Sweden) (relays Stockholm)
1714	175		St. Quentin (France)

* Until 4.40 p.m. † Also on 211.3 metres (1420 kc.)

Deadlock on Copyrights

(Continued from page 5)

man of the plenary committee, and F. M. Russell, NBC Washington vice-president, and H. C. Butcher, CBS Washington director, members; Oswald F. Schuette, NAB director of copyright activities; Philip G. Loucks, NAB managing director; M. A. Howlett, WHK, Cleveland, (Harry Howlett, proxy); J. J. Storey, WTAG, Worcester, Mass.; Quin A. Ryan, WGN, Chicago, (Louis G. Caldwell, proxy); Arthur Church, KMBC, Kansas City, (by proxy); Geo. F. McClelland, NBC vice-president and general manager; Leo J. Fitzpatrick, WJR, Detroit (Dick Richards, WJR, proxy); E. B. Craney, KGIR, Butte, Mont., (Mr. Russell, proxy); H. A. Bellows, WCCO, Minneapolis, (Mr. Butcher, proxy), and William S. Hedges, WMAQ, Chicago.

ASCAP announced its plan for the 5-per-cent-of-gross increase, plus a sustaining license approximately equivalent to the present total revenue, in a letter to the NAB April 11, (see BROADCASTING for April 15). The scale, it was estimated, would have raised tribute paid by broadcasting from 300 to 500 per cent, or to between $3,000,000 and $5,000,000 annually. The NAB rejected the proposal outright, and countered with a proposal for no increase.

ASCAP based its demand on increased fees on the contention that radio, formerly a "bi-product" musical outlet, now is the main market since sheet music and phonograph record sales have depreciated tremendously, allegedly because of the inroads of radio. Mr. Mills, however, found he had to deal with a board of his own which was about evenly divided on the question of increased rates.

The revised scale was to become effective June 1, but a moratorium was agreed upon until Sept. 1, (see BROADCASTING May 1) during which period the two organizations were to attempt to come to a mutually satisfactory understanding, with the NAB acting for the entire industry. Meanwhile, the broadcasters bolstered their fences by creating a plenary committee, with broad powers to study the entire music situation and to take steps eventually to rid the industry of the menace of copyright pools, of which ASCAP is the largest.

Shortly thereafter Oswald F. Schuette, former Washington newspaperman and executive secretary of the Radio Protective Association, representing independent radio manufacturers, was selected to direct the copyright activities of the NAB. A good start already had been made in Congress in the drafting of new copyright legislation, which would definitely control the activities of copyright pools and limit the extent of damages for infringement. Mr. Schuette, last May, leaped to his task with such vigor that there soon was pending before the House the Sirovich copyright bill, with an amendment drafted by Rep. Chindblom, (R.) of Illinois, which would definitely protect the broadcasters and other users of copyrighted works. Only the untimely illness of Chairman Sirovich, (D.) of New York, close upon the adjournment of the session, prevented favorable action.

The copyright bill, together with the Chindblom amendment, remains at the head of the House calendar. It is because of this legislative threat that the ASCAP desired a "legislative truce" next year before it would accept the proposed 25 per cent increase in fees.

Meanwhile, the negotiating Committee and Mr. Mills met from time to time to attempt to reach a satisfactorv arrangement prior to Sept. 1. In between the written proposals, handled in exchanges of correspondence between the negotiating committee and Mr. Mills, were several oral propositions which proved unsatisfactory to one side or the other. ASCAP suggested a percentage scale calling for 3-per-cent-of-gross in 1933, 4 per cent in 1934 and 5 per cent in 1935, plus a readjusted "sustaining" license, but this was turned down. A "per piece" flat basis for each composition, having favorable possibilities, was turned down by ASCAP, prior to the 25 per cent increase proposition.

XUM

Merchandise Service

KUNSKY-TRENDLE Broadcasting Corp., operating WXYZ, Detroit, as an independent station following its recent withdrawal from the CBS Network, announces the retaining of J. Ralph Corbett, Inc., Cincinnati and New York, as merchandising counsel for clients and agencies using WXYZ. The Corbett organization has placed a staff of field workers in WXYZ headquarters to contact wholesalers and retailers. R. C. Hannaford is in charge.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Program director and announcer now employed by 500 watt station seeks change; eight years' experience with leading mid-Western stations; successful record; married; responsible and capable of assuming management of small station; excellent references. Address Box 38, BROADCASTING.

Manager Eastern network station with remarkable record of achievement, desires similar connection where opportunity for growth is unrestricted. Box 39, BROADCASTING.

Young lady holding first class radiotelephone license desires position in Broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 40 BROADCASTING.

New Program Service Inaugurated in Chicago

UNITED PROGRAM Producers, Inc., 64 East Lake St., Chicago, an independent organization, has been formed with Don Wilson, formerly of the Gambel Hinged Music Company, at its head. Other officials are Hazel Buchbinder, vice-president, a composer and arranger; R. C. Ring, treasurer and sales manager, formerly of Charles A. Tousalin Agency; John Clayton, of the Chicago Civic Opera, and Finney Briggs, continuity writers.

The company has just started a series of ten weekly programs entitled "Lady of the Lake," for the Detroit and Cleveland Navigation Company, Wednesday, 7:30 to 8 p. m., CDST, over WBBM, Chicago.

Life Insurance Sponsor Awards Station Prizes

FOR DRAWING the greatest number of inquiries, Union Mutual Life Company of Iowa, Des Moines, concluding its cash prize contests among 170 stations June 30, has awarded first prize of $125 in the 1 kw. or more class to KWKH, Shreveport, La.; first prize of $100 in the 250-1000 watt class to KGBZ, York, Neb., and first prize of $75 in the 250 watts or less class to KDLR, Devils Lake, N. D.

Second prizes in these respective classes were awarded KGER, Long Beach, Cal.; WHB, Kansas City, and KGDE, Fergus Falls, Minn. Third prizes went to WDAY, Fargo, N. D.; KFEL, Denver, and KFJI, Klamath Falls, Ore.

A CLASSIFIED AD
WILL DO THE JOB

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

SITUATIONS WANTED

Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

WANTED TO BUY

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

FOR SALE

Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

Copy should reach this office ten days prior to date of publication.
Classified ads do the job quickly and economically.
7c per word—cash with order.

BROADCASTING
NAT'L PRESS BLDG., WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

Save the King!

WAGING unremitting war against mutilation of the King's English, the Advisory Committee on Spoken English, of Great Britain, has scheduled 16 words, consistently abused by radio announcers and other speakers, for consideration at its next meeting, and will decide upon their correct pronunciation. The words are beret, camellia, carouse, defeatist, demise, dilatory, directional, hygienic, miscellany, oboe, prophecy, prophesy, rentier, robot, staunchion and wassail.

8-Volume Radio Music Library Just Published

THE FIRST "Radio Music Library" has just been published by Charles Scribner's Sons, New York, in eight volumes and provides a ready and comprehensive reference for broadcasters and listeners. Six of the volumes are devoted to piano music and two to songs. Albert E. Wier is editor.

The piano selections include classic and romantic pieces by the foremost composers, excerpts from operas, light operas and ballets, and dance music of the better type. Songs are from operas, oratorios and other sacred music and the favorite popular numbers.

Use Billboards

BILLBOARDS and car cards are being used by two Chicago broadcasters, WIBO and WJJD, in advertising stations and features. WIBO plans to have forty billboards in and around the city. WJJD is continuing its policy of advertising station with cards in elevated cars and posters on platforms.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL

Protest Forces Hearing

FOLLOWING a protest filed by WFBM, Indianapolis, the Radio Commission July 25 ordered a hearing on the application of the Thirty-first Street Baptist Church for a new station to operate daytime only on 600 kc. with 250 watts. The Commission previously had granted the application conditionally under its rules. Littlepage, Littlepage & Spearman, counsel for WFBM, contended that granting of the application would deplete the Indiana quota to the detriment of WFBM.

INTENSE summer heat hasn't deterred interest in the WLS Saturday Night Barn Dance broadcast in public view in the Eighth Street Theater, Chicago. The nineteenth consecutive broadcast from the theater July 30, packed as big a house as the opening performance. A small admission fee is charged, and no special plug over the air is given the show.

Delegate Uninstructed

(*Continued from page 11*)

Naval Communications, that the subcommittee resolve that the long waves now are being used in essential services and are not technically adapted for broadcasting, had been defeated.

On the basis of the technical study, Mr. Caldwell contended that the band from 160 to 224 kc., now being used for broadcasting in Europe, could be made available in this country without injury to any legitimate service. On these channels are assigned Great Lakes private services, Department of Commerce point to point services, which could be maintained by land lines, and certain Army and Navy services held to be non-essential in their operations. Mr. Caldwell argued, too, that the band from 370 to 460 kc. could be made available by eliminating spark transmitters on ships.

Delegation Has "Open Mind"

BY VIRTUE of the action of the subcommittee, the American delegation, which has not yet been named by President Hoover, will decide whether the long waves should be invaded for broadcasting in this country. Most European nations will favor further enlargement of the broadcast band at Madrid, and the American delegation, in its discretion, can fall in line with their views if it sees fit. The advance proposals of the United States, circulated some time ago, favor retention of the status quo with respect to broadcasting, but it was said that the American delegation will go to the conference with an "open mind" on broadcasting propositions.

Mr. Caldwell, at the Preparatory Committee meeting held in May, urged the enlargement of the broadcast band on the ground that the rights of the broadcaster, and through him, of the people, should be considered at least on a plane with other services. He held the United States should not give up any of its existing facilities to other North American nations "before we have exhausted every opportunity to secure widening of the band here."

FROM 5,000 WATTS TO 25,000 WATTS

Power increased but no increase in rates

A new deal for today's advertising dollar! On August 12th WBT enters a new era of service to commercial sponsors and listening audience, with power increased from 5,000 watts to 25,000 watts.

Rate Card No. 5, effective August 1, 1932, shows no increase in rate over the previous card. In fact, by providing additional discounts for quantity of broadcasts, lower rates are available to consistent advertisers!

No radio advertising schedule should be completed without first giving full and due consideration to WBT's commanding, strategic position in the broadcast field . . . its coverage over a constellation of cities, towns and communities of the two Carolinas—and beyond. A market of splendid proportions readily reached by WBT at remarkably modest cost.

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